



DIALOGUES
— FOR —
**BREAKTHROUGH
CONVERSATIONS**



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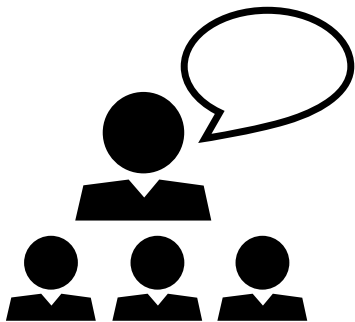
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10X MORE
THAN

The Industry Average

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HOW TO EFFECTIVELY USE THE SCRIPTS BOOK



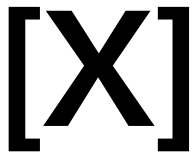
Find a role play partner



Practice daily so
the script becomes
natural to you



Use the scripts as a
guide – and adapt
accordingly for
individual situations



When you see [X] at the end of a sentence it represents waiting for the Client to answer the question, then repeating their answer in approval, then asking the next question.



When you see [...] that is for a pause in your delivery.

These dialogues are meant to be used somewhat loosely. You will be calling your database four to six times per year, alter the dialogue as necessary.

POWERFUL DIALOGUES TO ENGAGE CLIENTS

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These dialogues are meant to be used somewhat loosely. You will be calling your database four to six times per year, alter the dialogue as necessary.

PAST CLIENT TEXT

Your Text: Hi (name) the market's really moving and home values are going up, up, up. Curious about your home's new value?

Their Text: Sure, sounds great.

Your Text: Wonderful, I'll put together your home's value. Have you done any upgrades? Once it's ready do you want to meet for coffee, or just stop by the house?

[IF THEY ASK "HOW'S THE MARKET?"]

Your Text: It depends ... it's different for: buyers, sellers, investors or renters. When's a good time to talk?

PAST CLIENT / CENTER OF INFLUENCE

Hi ... this is (name) with (company). It's been a while [OR] I hope you and your family are well.

Real quick, I was wondering if I could help you with any real estate questions you might have. Great!

Examples:

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

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

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

Can you think of anyone from your office, neighborhood, family or church? Super!

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

PAST CLIENT / CENTER OF INFLUENCE #2

Hi this is (name) with (company). How are you? Terrific!

(Name), I called because I wanted to ask you a favor.

I've set a goal for myself to help (amount of families) buy or sell a home this year and as you know, referrals are the lifeline of my business.

(Name), can i ask you a question? *Great!* Would you feel comfortable referring people to me as a real estate agent? Excellent!

Who do you know right now that is looking to buy or sell a home? Great!

What are their names and the best number where I can reach them? Super!

Statistics show that four to five people you know will be buying or selling a home this year. Did you know that? Interesting

(Name), moving forward, I know that this obviously won't be the main thing on your mind, so would you mind if I called every couple of months to check in with you? Terrific!

(Name), I want to thank you in advance for your help!

EXPIRED: DOOR KNOCKING

Hi, I'm (name) with (company). I noticed your home didn't sell ... and I was curious... why it didn't sell? If we had written an all cash, great terms offer yesterday ... where would you be moving to?

- Is that something you'd still like to do?

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

1. The marketing and exposure on the home wasn't enough to attract the buyers and agents in the area.
2. The home didn't show well or capture the buyer's emotions ... or
3. The pricing strategy ... I'm curious ...
 - Where did your agent fail?

Bottom line is ... I've succeeded where others have failed ... if I can market it properly and sell your home in the next 30 days, would it be worth it for us to sit down and explore it?

EXPIRED: PHONE CALL

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

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

If you had ... sold this home ... where were you moving to?

*If I brought you an all cash buyer, close in 30 days, where would you like to move to?

What was your original timeframe to sell and be moved? Ouch!/Really?

Why do you think your home did not sell? Really?

How did you pick the last agent you listed with?

Knowing what you now know ... what will you expect from the next agent you choose?

What type of feedback did you get from the people who saw your home? Tell me more about that.

EXPIRED: PHONE CALL CONT'D

There's only two reasons a home doesn't sell ... the price ... and ... the exposure or marketing to attract qualified buyers... If I can show you ... how to make the necessary changes to get more showings and ultimately sell your home would that be of interest to you? Perfect!

Let's set an appointment so we can figure out exactly what it will take to sell your home. Can I come by today at (_____) or is (_____) better for you?

BUYER PRE QUALIFYING

FREE CONSULTATION

What price range are you looking in? (x)

Who has been helping you with your home search? (x) Good for you!

Are you currently renting the property you live in, or do you own?

When does your lease end?

Do you need to sell before buying? If yes: Excellent! What we can do is meet to discuss what your home is worth in today's market ... as well as ... what is available for you to purchase. Would ___at ___ work for you?

Who else is involved in the decision to buy a home? (x) Excellent!

When would be a good time for us to meet ... so I can help you find the home you are looking for? Would ___ or ___at my office work for you? (x) Perfect!

What other special requirements do you want in your new home?

I have access to every single property available. Have you seen any homes online, in a newspaper or driving around that you would like to see?

Do you already have a lender? (x) Perfect!

BUYER PRE QUALIFYING

FREE CONSULTATION *CONT'D*

Pre-qualification amount: (x) Great!

My lender is extremely aggressive and finds the absolute best rates; would you like to get a second opinion on your loan?

I will have my lender contact you. His/her name is _____ with _____.

Let's get together on _____ at _____ to start the process, sound good?

PRE QUALIFYING YOUR LISTING APPOINTMENT DIALOGUE

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

I'm really excited about the opportunity to work with you. I take this process very seriously and I'm committed to getting your property sold at the highest price in the shortest time frame. I want to be 100% prepared before I come out ... so I have some additional questions for you:

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

And you want to be there by (time frame) right?

Assuming you ... choose me ... to represent you ... how soon can we begin marketing your property?

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

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

How did you determine that price?

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

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

PRE QUALIFYING YOUR LISTING

APPOINTMENT DIALOGUE *CONT'D*

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

This sounds great I'll be sending over my marketing proposal via email ... will you take a few moments and review it before I arrive?

Will all the decision makers be there?

[IF YOU ARE COMPETING ASK]

So tell me ... what are you looking for in the agent you choose to represent you?

ADDITIONAL QUALIFYING QUESTIONS

How will you know when you have the right agent?

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

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

[IF NO]

Tell me about that? (discover and resolve)

[IF YES]

Wonderful! Please have a copy of your key and your mortgage information handy for me, okay?

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

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

UNIVERSAL QUALIFYING QUESTIONS

(You can use this dialogue for most leads you speak with by modifying your opening)

If you sell your home, where are you moving to? Terrific!

How soon would you like to be there? Tell me about that...

So, what's causing you to move to (x)? Tell me more about that.

Who is involved in the process of (x)? How do you feel about it?

What has to happen in order for you to?

Do you have a plan "B"... in case this doesn't work out?

Let's go ahead and set an appointment... Which is better for you... mornings or afternoons?

How about (____) or (____) time?

OPEN HOUSE: EMAIL TO DATABASE

Subject Line:

Guess what I'm doing this weekend?

Body of the email:

Hi (name), hope all is well with you. This weekend I'll be holding a just on the market listing at (address) open from ____ to _____. If you're in the neighborhood, stop by. I would love to see you.

If you know someone who's looking for (describe simply the property) feel free to forward this along to them. Make sure you watch the video! I hope to see you soon.

OPEN HOUSE: NEIGHBOR DOOR KNOCK

Hello ... my name is (name) with (company) ... and I will be hosting a special open house at (location) on (day) from (time) ...

Did you know this home was for sale?
(hand them a flyer/invite)

I promised the seller I would get the word out in the neighborhood ... and I was curious ... who do you know ... that might want to live in our area?

Wonderful ... again ... It's this Sunday from (time) ... feel free to stop by ... I'd love to show you the home ...

By the way ... have you ever considered selling your home?

OPEN HOUSE: WELCOME

Welcome ... Please come in. I'm (name) with (company) ...

What's your name? Nice to meet you (name)

Do you live in the neighborhood ... or are you out looking at houses today?

The sellers have asked everyone to sign in ... for protection purposes ...
would you sign in please ...

Come in and take a look around ...

[SEE DIALOGUE ON PAGES 20 AND 21 AFTER THEY'VE LOOKED
AROUND THE HOUSE]

OPEN HOUSE VISITORS: OUT LOOKING

How long have you been looking for a home?

How are you searching for properties now?

Have you seen any properties you liked?

Are you also looking in other areas? Tell me about that.

If you found the perfect home how soon would you like to move in?

What's your price range? Good for you!

Have you spoken with a lender and been pre-approved?

(Names) ... I know of a few additional homes that are (coming to market/
pocket listings/on the market) ... Would you like to see one of them?

When is the best time for you to see property?

Great let's get together on _____ at _____.

OPEN HOUSE VISITORS: OUT LOOKING CONT'D

Before we meet ... I have a terrific lender (their name) and they always seem to find the best rates, programs ... and most importantly ... gets the job done ... Would you like to get a second opinion on your borrowing options?

What's the best phone number and email for you?

OPEN HOUSE VISITORS: FROM NEIGHBORHOOD

How long have you lived in the neighborhood? (x) Good for you

If you were to sell your home ... where would you move to? (x) Terrific!

How soon would you like to be there? (x) Great! Tell me more about that.

So, what's causing you to move to (x)? Interesting!

Do you have plan "B" ... in case that doesn't work out?

Why don't we schedule an appointment ... so I can show you what myself and my company can do to make this move good for you...Which is better for you _____ or would _____ be better?

DOOR KNOCKING: GEOGRAPHIC FARM

Hello ... I'm (name) from (company). How are you today?

I'd like to introduce myself. You'll see me from time-to-time however if you have any questions regarding real estate please feel free to contact me.

Here is a neighborhood update for you.

[YOU CAN STOP HERE OR ...]

I'm curious ... how long have you lived here? That's wonderful!

How did you pick this neighborhood? That's awesome!

Where did you move from? Interesting!

If you could live anywhere else ... where would that be? Wow!

When would you like to be there? Great!

I would love to hear more about your next move. Are you available to meet today or (day)? Perfect!

DOOR KNOCKING: GEOGRAPHIC FARM CONT'D

I look forward to meeting with you and I'd like to send some information and an appointment confirmation to you via email. What's your best email address? Thank you!

[DON'T FORGET TO GET THEIR NAME AND PHONE NUMBER!]

LEAD FOLLOW UP

Option One:

Hi (name), it's (name) with (company) ... how are you today? We spoke (time frame or location or introduction) about your desire to (buy/sell/invest) ... and ... I'm following up as promised ... to schedule a time to meet with you ... Do you have your calendar handy? Are mornings, afternoons or early evenings better for you? How about (date) and (time)?

Option Two:

Hi (name) ... it's (name) at (company) ... I've been thinking about you and your desire to (action they want to take) ... I've been doing some research ... and would like to schedule a time to meet to (show you what I've found/see your home/discuss the next steps) ... and I was wondering ... what would be the best time to get together?

BUYER'S UNIQUE SELLING PROPOSITION

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

[THEIR RESPONSE]

What I have found is most agents don't have a plan to help their buyers. Instead they just show them homes you could have seen online. By the way, are you looking for homes online?

[THEIR RESPONSE]

Well ... that's why we have developed a proven strategy to assist our clients in finding the right home, the right location or terms and at the right price. How does that sound?

ATTRACTING BUYERS

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

Great, let's meet at my office, how's (day and time)?

At this meeting we will outline the best process for you and your family to buy a home ... Sound good? I can't wait to meet with you!

BUYER CONSULTATION QUESTIONNAIRE

So, tell me about yourselves.

What are some of the reasons for making the move?

How long have you been looking? (Probe)

What websites do you use to find property? How's it going so far?

Tell me ... what hasn't worked for you ... in the home buying process?

Have you seen anything you really like? Or written offers on?

Have you narrowed your focus to a specific community?

What's important to you about the location/community you live in?

Tell me about the ... ideal ... new home.

How many bedrooms?

How many baths?

What additional rooms do you need?

BUYER CONSULTATION

QUESTIONNAIRE CONT'D

Tell me about your ideal location.

What are the five things you can't live without?

What should we avoid with your new home?

What's most important to you in buying a new home?

And how is that important to you?

So ... let's recap ... you want to buy a home with _____, _____ and _____.
And you also want a home with _____, _____ and _____. Did I miss anything?
(This is where you feed their values back to them.)

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

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

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

What price range are you looking in?

BUYER CONSULTATION

QUESTIONNAIRE *CONT'D*

Have you met with a lender? What have they told you? How much money are you planning to put down? If there was an advantage to a second opinion, would you be interested?

Is there anyone else involved in the home buying process?

I've asked you so many questions ... Do you have any questions for me?

BUYER CONSULTATION

EARNING EXCLUSIVITY

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

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

When you hire me as the agent to represent you I do so much more than the average agent.

For example:

- I only work with a small number of great clients at a time, to ensure a personal touch.
- I preview daily and weekly previewing on your behalf.
- I contact the best agents for their "coming soon" listings to get you early notice.
- I use the Yikes! Marketing Letter to find off market homes.
- I research bank owned and notice of defaults (if available).
- I will door knock communities you like to find you a home.
- I will only show you property that matches what you want.
- I will negotiate aggressively on your behalf.
- I will work with your lender and our affiliates to ensure a smooth transaction and close.

BUYER CONSULTATION

EARNING EXCLUSIVITY CONTINUED

Bottom line ...

Buying a home can be stressful ... My job is to remove as much of the stress as possible ... does that make sense?

So, would you like me to help you find a home?

BUILDER AND NEW HOME SALES SCRIPT

Hello (name). This is (name) with (company). How are you today?
Great!

(Name), I am calling to see if you and I can help each other. Do you have a moment? Excellent!

I was curious... do you have any homes that you could close if the buyers didn't have a home to sell? Great!

Do you know if those buyers are currently listed?

(Name), my goal is to help you sell your homes faster. If your perspective buyers have an agent to assist them through the selling process, it would make your job much easier. Wouldn't you agree?
Fantastic!

(Name), could you do me a favor? If i send you my cards... would you hand them out to your prospective buyers? Wonderful!

Before I let you go, I was wondering ... who is helping you with the marketing of your properties? Terrific!

BUILDER AND NEW HOME SALES SCRIPT CONT'D

My marketing plan will only take 10 to 15 minutes of your time. When can I come by and quickly show you how I can get your properties sold? Is (time) or (time) better for you?

Thank you, and I look forward to meeting with you on (meeting criteria) at (time)!

FSBO PHONE #1

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

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

I know the ad in the paper said it had (#) bedrooms and (#) baths,

- Are the rooms a good size?
- How is the kitchen?
- Have the bathrooms been remodeled?
- Would you tell me about the yard?
- Tell me about your neighborhood: do you feel it's nice for raising a family?
- Is there anything else that is important to know?

Sounds like you have a great home, why are you selling? Great!

Where are you moving? Terrific!

How did you decide on that area? Fantastic!

Who did you want to sell your home to: a friend, neighbor or a relative? Great!

FSBO PHONE #1 CONT'D

How much is the new house you are buying? Good for you!

So, do you have to sell this home first to close on the new one?
Great!

What is your time frame? Okay ...

How did you determine your sales price? Got it.

You know, with as many homes as are on the market right now, what are you doing *differently* to market yours? What else?

FSBO PHONE #2

Hi, I am calling about the ad in the paper: you sound like the owner.

Great (name), this is (name) representing (company). I know you have the home up for sale by owner, and I understand you are trying to sell the home yourself so I won't take up much of your time.

I was wondering ... are you cooperating with real estate agents?

Where specifically is the property located? **[GET ADDRESS]**

What subdivision is that in? Terrific!

Could you describe the landscaping? Sounds Great!

How would you rate the interior? Average, above average, or needs improvement? Excellent!

Wow, this home sounds great ... why would you even want to sell it?
Good for you!

If you sold this home, where would you go next? That's exciting!

How soon do you have to be there? Really?

FSBO SCRIPT #2 CONT'D

How long have you owned this home? Good for you!

Not that the price is too high or too low, however I'm curious ... how did you determine the sales price? Wonderful!

Why did you decide to sell yourself rather than hire a powerful agent ... like (name) for the job of selling the home? Excellent!

What time frame have you given yourself before you will interview a powerful agent, like me, (name) at (company), for the job of selling your home? Wonderful!

[IF THEY SAY NEVER]

What has to happen ... before you will consider ... hiring a powerful agent, *like me*, for the job of selling your home? I see.

FSBO PHONE #3

Hi, I am calling about the ad in the paper: you sound like the owner?

Great (name), this is (name) representing (company). I just want you to know up front that I am a Real Estate Agent, okay? *By the way, compliment the area.*

Now, you are selling the home yourself without an agent, right?
Wonderful!

What time frame have you given yourself before you would consider listing and selling through a real estate agent?

Specifically, where is the property located? Get address!

What type of landscaping do you have on the property? Great!

How would you rate the interior? Average, Above Average, or Needs Improvement? Interesting.

WOW ... This home sounds great! Why would you even want to sell it?
Really!

How soon do you have to be out of there? I understand.

FSBO PHONE #3 CONT'D

So ... how long have you owned this home? Wow!

Are you prepared to adjust your price down when working with a buyer? Great!

Why did you decide to sell yourself, rather than hire a powerful agent *like me* for the job of selling the home?

What time frame have you given yourself before you interview an agent *like me*, for the job of selling your home?

[IF THEY SAY NEVER]

What has to happen before you will consider hiring a *powerful agent like me*, (name) at (company) for the job of selling your home? Perfect!

This sounds great. Since you're selling a home in the (area name) area and I sell a lot of homes here, you should *invite me over* so I can see your home. This way I could describe it to a potential buyer, does that make sense? Doesn't that make sense?

OBJECTION HANDLING

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

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

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

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

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

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

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

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

OBJECTION HANDLING CONT'D

“I’m not buying for another three to six months.”

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

“What if we don’t like each other after we are working together?”

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

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

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

OBJECTION HANDLING CONT'D

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

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

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

(Yes)

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

OBJECTION HANDLING CONT'D

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

It is kind of confusing isn't it? I mean, you interview four agents and you get four different prices ... right? You are probably thinking, why did this person come in with such a low price? Doesn't he want my listing? Well my answer is yes and no.

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

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

Whereas, I on the other hand do over 150 sales per year by telling nice people like you the truth.

[ALTERNATIVE]

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

OBJECTION HANDLING CONT'D

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

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

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

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

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

OBJECTION HANDLING CONT'D

“We are waiting to see if our loan modification goes through.”

That’s great ... let’s start pre-marketing the home as coming soon while you’re waiting.” If your modification goes through, you stay put. If for some reason it does not go through, well will have a list of buyers ready to make an offer.

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

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

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

OBJECTION HANDLING CONT'D

[ALTERNATIVE]

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

“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 securing a buyer ...

Let's get your home listed for sale, get some of the top brokers inside to show the house and get their feedback. The good news is you'll find out exactly what projects you don't have to do and the ones you need to do while were in the escrow period.

It sure would be nice to not have to spend a dime to get your home sold ... wouldn't it?

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

OBJECTION HANDLING CONT'D

[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 can begin showing in 2-3 weeks.

“We still need to interview one more agent”
(Even after they promised you were the last)

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

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

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

Can I share it with you? (Yes)

Somewhere, Somehow, I have not completely convinced you that I can sell your home.

So tell me ... What is it, specifically, that is stopping you from putting me to work tonight?

OBJECTION HANDLING CONT'D

[THIS SHOULD GET THE REAL OBJECTION]

[ALTERNATIVE]

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

[ALTERNATIVE]

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

OBJECTION HANDLING CONT'D

“We want to compare what you are saying to other Realtors”

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

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

[THEN SIMPLY GO BACK THROUGH THE CMA AND CONVINCING THEM]

OBJECTION HANDLING CONT'D

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 are telling me ... you see I promise you I will not be showing your home! Do you want to know why?
(Yes)

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

I’m curious ... Did you want me marketing your property to the people that sell 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.

[ALTERNATIVE]

You’re kidding!

OBJECTION HANDLING CONT'D

“We want to try selling it ourselves”

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

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

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

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

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

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

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

OBJECTION HANDLING CONT'D

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

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

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

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

Now ... Which way passive or active do you believe will get your home sold?

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

So, how many people do you think you could call a day to try and get your home sold ... and by the way have you ever done telephone soliciting before?

OBJECTION HANDLING CONT'D

[ALTERNATIVE]

You can try it. Lots of people do. It is like going to Las Vegas. Millions of people go, and every now and then someone hits the jackpot, but the vast majority of people lose money or Las Vegas wouldn't be there. Every now and then a seller hits the jackpot, but the vast majority needs a realtor or the real estate industry wouldn't be here.

[ALTERNATIVE]

Let's talk, okay? John, you are an attorney and try cases in court daily. I can't imagine walking in and trying the case myself. I am a professional real estate agent. I know what I am doing. I am here to release you from the extra stress. I have a record 98.8% full contracts. I earn my commission. I bring you top dollar. I close the deal.

OBJECTION HANDLING CONT'D

“We have a good friend in the business.”

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

[ALTERNATIVE]

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

[ALTERNATIVE]

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

OBJECTION HANDLING CONT'D

“We’ll list after the holidays.”

I think that is perfectly valid and tell me how many days during November and December are you going to want all to yourselves? (About 10) 10, that’s great. So, I guess my question is this ... If I promise to keep everyone out of your hair for those 10 days ... would you still want to compete with the low volume of property currently on the market or that massive amount that will come on the market immediately after the holidays?

[ALTERNATIVE]

Let’s get a jump start on our competition. Why not complete the paperwork now, and I begin to premarket your home and begin to line up buyers. So when you are ready, we’ll be ahead of the other sellers that are just getting started.

OBJECTION HANDLING CONT'D

“We’re already committed to another agent.”

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

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

I’m okay if you don’t list your home with me...however if you’re thinking of interviewing more agents for the job of selling your home...it is vitally important that you understand the different marketing approaches so you don’t get burned the next time.

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

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

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

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

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

OBJECTION HANDLING CONT'D

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

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

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

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

[ALTERNATIVE]

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

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

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

OBJECTION HANDLING CONT'D

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

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

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

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

[ALTERNATIVE]

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

OBJECTION HANDLING CONT'D

“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 properties on the market, just like yours.

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

If anybody is going to buy a 3 bedroom, 2 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 want a higher commission? I’m sorry reality is so painful!

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

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

OBJECTION HANDLING CONT'D

“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 ... may I tell you why?
(Yes)

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

The problem is, the unique qualities of your home do not show up on the computer where the real estate agents get their information.

Meaning that based on your price, the number of bedrooms, baths and amenities you will not get anyone here to appreciate the unique qualities. No matter how hard I market to these agents, in their mind, it isn’t the best buy on the market, they feel they are not serving their clients ... Do you see my point?

[ALTERNATIVE]

That’s the very reason you need me to maximize your exposure and get enough buyers through that will squeeze out a buyer that wants something different.

Buyers are not looking for unique homes, they are looking for the best priced homes.

NOTES

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