



*seller*

# **ScriptBook**

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# Seller Lead Scripts

Confidence is key and knowledge is the first step in gaining the confidence you need when reaching out to potential seller leads. Whether it is a couple who had their home listed and it expired or the family that believes they can sell a home themselves, the following scripts will help you handle different situations you encounter with potential seller leads.

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## Warm & Cold Seller Lead Scripts

[A] *Hi, <first name> this is <insert name> with <Insert company name>. I was calling because you <submitted a request for a CMA Online Home Evaluation, responded to a postcard, called and left a message>.*

*I understand you're thinking of putting your home on the market, is that correct?*

*Are you planning on making the move in the next 3 to 6 months?*

*Are you staying in the area or moving out of the area?*

*Are you buying a larger home or are you downsizing?*

*If you could wave a magic wand, when would you like to have your home sold by?*

*Do you currently have anyone helping you with the listing and sales process?*

**[If yes, confirm that they've signed a contract and wish them well]**

**[If not, continue...]**

[A] *Great! At <Insert company name>, we use a proven repeatable system backed by market research to help you get up to 18% more money for your home than other agents do using traditional methods. If I could show you how to get up to 18% more money, would you be open to seeing how we can do that for you?*

**[If yes, continue...]**

[A] *When would a good time before me to come over and take a look at your home? While I'm there, we can discuss the price of your home and I can give you an idea of what to do and more importantly, what not to do in order to get the most amount of money for your home.*

*Then, I can review the fees and costs associated with getting your home sold so you know how much you'll put in your pocket at closing?*

**[Set the appointment and use the CHSA Seller Counseling Interview]**

[A] *What's best for you, weekdays or weekends?* [Let them answer]

[A] *What's better; mornings, afternoons or evenings?* [Let them answer]

**[Confirm the time and then go to CHSA Seller Counseling Interview Questions.]**

**[The Seller replies with no, then say...]**

[A] *On average, we net our sellers X% more than the average agent in the marketplace. Our outcome is to get you up to 18% more for your home than traditional real estate methods. If we could show you how to get between X% and up to 18% for your home and do it by a date acceptable to you, would you be open to finding out how we could do that for you?*

**[Seller says yes, then say...]**

[A] *What's best for you, weekdays or weekends?* [Let them answer]

[A] *What's better, mornings, afternoons or evenings?* [Let them answer]

**[Confirm the time and then go to Seller Counseling Interview Questions.]**

**[The Seller replies with no, then say...]**

[A] *On average, we net our sellers X% more than the average agent in the marketplace. Our outcome is to get you up to 18% more for your home than traditional real estate methods. If we could show you how to get between X% and up to 18% for your home and do it by a date acceptable to you, would you be open to finding out how we could do that for you?*

**[Seller says yes, then say...]**

[A] *What's best for you, weekdays or weekends?* [Let them answer]

[A] *What's better, mornings, afternoons or evenings?* [Let them answer]

**[Confirm the time and then go to Seller Counseling Interview Questions.]**

**[Seller says no again, say...]**

*If you do move in the future, when might that be?* [Listen]

*We have a monthly newsletter we send to all our clients that has great information about the current real estate market. Would it be ok if I add you to the list?* [Listen]

[A] *What is your email address?* [Listen]

*Thank you, <First Name> and we look forward to an opportunity to work with you in the future.*

**[Whatever time they tell you, cut it in half, subtract one day and call them then!]**

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## Home Value Script

[A] *Hi is (First Name) there?*

[A] *Hi this is (Name) with (website) and the reason I'm calling is you were recently inquired about an online Home Evaluation. [First Name] are you more interested in a Broad range of your home's value or a Specific Price that your home would sell for in today's market?*

### **Broad.**

[A] *The reason I ask is because a Broad range in \_\_\_\_\_ can be as much as \$\_\_\_\_\_ or more and if I could take a quick peek at your home !! I have a better understanding of your homes amenities, condition and overall size and I could give you a much more accurate idea of what the market value is and how you can get more than the current market value. Would that be helpful? How about Saturday morning before you start your day?*

### **Specific.**

[A] *Okay great! If I could take a quick peek at your home, I can give you a much more accurate evaluation of where the market is and share with you a proven repeatable system backed by market research to help you get as much as 18% more money for your home, than what other agents might do for you, if and when you're ready to sell What's a good day for you?*

### **If NO...**

[A] *If you were to sell, is getting the most amount of money important to you? We have a proven repeatable system backed by market research to help homeowners get as much as 18% more money for their home, when could I show you how you can get as much as 18% More for your home than what other agents might do for you? It doesn't take long and there's no cost or obligation to list your home but it'll prepare you better for when you're ready too. I'm actually going to be in your part of town next week, is one day better than another for you?*

### **If No Hmm or Haw for Broad or Specific.**

[A] *Like I said before, there is no obligation whatsoever, it's a free service we provide and there is never any pressure. Worst case, you would have a better idea of where you stand if you were to sell your home.*

*At the same time, I can make inexpensive recommendations that will increase your home's value and get you a lot more money in the sale of your home as well as point out things that you may be thinking of doing that you don't have to or shouldn't do. I'll also provide you with a detailed breakdown of all the various expenses involved in selling a home, so you will know precisely what you have available after the sale for whatever your future plans may be. I'm actually going to be in your part of town on would it be okay to drop by and take a quick peek?*

**If NO...**

[A] *What are you thinking would be a better time for this? (Goal is to get future time and handle objection).*

[A] *Thanks for your time. My name is (Name). When you feel the time is better, just give me a call make sure you ask for me and I'll give you an additional \$500 off when you sell your home with us, just make sure you ask for me and mention today's phone conversation.*

**Other Best Strategic Practices to Secure the Appointment...**

[A] *There are 6 aspects of supply and demand that need to be taken into consideration when determining how to maximize your home's value. One of the things we provide for you is; the number of homes on the market, number of competing homes entering the market, number of sales per month in your price range, number of homes selling per month in your specific area, how much present inventory is on the market, and reviewing the percentages of homes likely to sell in a given time period. Can you see how having that info will help you make a more informed decision when the time comes? How about middle or late next week?*

[A] *Would you be open to selling your home if you could get your price and sell when you wanted to? (If YES, Book Appointment)*

[A] *Would you be open to selling your home if you didn't have to put it on the market? (If YES, Book Appointment)*

**If - What do you mean?**

[A] *At any given time I'm working with 20 or more buyers who are looking for a home in the area. If yours is not on the market and I could show it to them, it could save you a whole lot of time and inconvenience of having it on the market. Would you be open to that?*

## **Qualifying Questions** *(See Seller Counseling Interview)*

**So that I can best prepare for when we get together, let me:**

1. Confirm the address
2. Contact information - can I get a cell or home phone (additional number)

3. Tell me a little bit about your home, bedrooms, baths, any recent renovations or improvements?
  4. How much were you hoping to sell your home for? Great, then can you give me a ballpark price range so I can look comparable
  5. How much do you presently owe on your home? Are there any prepayment penalties?
  6. Which is more important to you, top dollar or fast sale?
  7. Optional if applicable - (Are you open to any owner financing for to help avoid capital gain tax and get a consistent ROI each month or do you want all your cash I equity out?)
  8. What is your ideal time frame? (When would you like to move?)
  9. Are you staying in the area, out of the area?
  10. Do you own the property individually or with someone else?
  11. Are you speaking with anyone else about the sale of your home? (Other agents)
  12. Set yourself to be last.
  13. What specifically are you looking for in an agent?
  14. How much equity do you feel you have or don't have in the home? Or are you concerned in today's market about equity?
  15. Could I ask one last favor? And you may want to write this down. If you have a copy of deed, tax bill, plot plan, previous listing sheet and should you decide to put the home on the market, we'll need a spare key. Okay?
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## Referral Lead Scripts

*[A] Hi <name>, this is <insert name> with <Insert company name>. You were referred to me by <insert name> and I was following up to discuss the sale of your home. Is this a good time?*

**[If Yes, proceed. If not, then say...]**

*[A] When would be a good time for us to set aside 10 minutes to speak on the phone? [Set phone appointment and revisit].*

**[If this is a good time, then say...]**

[A] *I understand you 'rethinking of putting your home on the market, is that correct?*

*Are you planning on making the move in the next 3 to 6 months?*

*Are you staying in the area or moving out of the area?*

*Are you buying a larger home or are you downsizing?*

*If you could wave a magic wand, when would you like to have your home sold by?*

*Do you currently have anyone helping you with the listing and sales process?*

**[If Yes, confirm that they've signed a contract and wish them well]**

**[If not, continue...]**

[A] *Great! At <Insert company name>, we use a proven repeatable system backed by market research to help you get up to 18% more money for your home than other agents do using traditional methods. If I could show you how to get up to 18% more money, would you be open to seeing how we can do that for you?*

**[If Yes, continue...]**

[A] *When would a good time before me to come over and take a look at your home? While I'm there, we can discuss the price of your home, and I can give you an idea of what to do and more importantly, what not to do in order to get the most amount of money for your home. Then, I can review the fees and costs associated with getting your home sold so you know how much you'll put in your pocket at closing?*

**[Set the appointment and use the CHSA Seller Counseling Interview]**

[A] *What's best for you, weekdays or weekends?* [Let them answer]

*What's better, mornings, afternoons or evenings?* [Let them answer]

**[Confirm the time and then go to Seller Interview Questions.]**

**[If the Seller replies with no, then say...]**

[A] *On average, we net our sellers X% more than the average agent in the marketplace. Our outcome is to get you up to 18% more for your home than traditional real estate methods. If we could show you how to get between X% and up to 18% for your home and do it by a date acceptable to you, would you be open to finding out how we could do that for you?*

**[If Seller says yes, then say...]**

[A] *What's best for you, weekdays or weekends?* [Let them answer]



*What's better, mornings, afternoons or evenings?* [Let them answer]

**[Confirm the time and then go to Seller Counseling Interview Questions.]**

**[If Seller says no again, say...]**

*[A] If you do move in the future, when might that be?* [Listen]

*We have a monthly newsletter we send to all our clients that has great information about the current real estate market. Would it be ok if I add you to the list?* [Listen]

*What is your email address?* [Listen]

*Thank you, <First Name> and we look forward to an opportunity to work with you in the future.*

**[Whatever time they tell you, cut it in half, subtract one day and call them then!]**

## Expired Lead Scripts

When it comes to making Expired Calls, it's very important to operate from a position of empathy. The more understanding you are at your core when making these calls, the better the results you will get. Also, it's important to ask open-ended questions that keep the conversation moving. By letting them talk and building rapport, you do two things: 1) you let them talk and lower their protective shield and 2) you find out what their pain and pleasure points are so you can sell to them and show them how you will solve the problem(s) resulting from their home not selling when it was first listed.

*[A] Hi <First Name>, this is <name> from <Insert company name>. I'm calling because I was reviewing the MLS and I noticed that your home was no longer for sale. I wanted to find out when you were going to be interviewing agents for the job of selling your home.*

**[If Seller says they are, reply with...]**

*[A] When would be a good time for me to come over and take a look at your home? When I come over, I can let you know what your home is worth, at the same time I can tell you what to do and more importantly, what not to do in order to get top dollar for your home and finally, I can tell you the fees and expenses that go along with selling your home so you have a good idea what you'll walk away with when we sell your home.*

*What's best for you, weekdays or weekends?* [Let them answer]

*What's better, mornings, afternoons or evenings?* [Let them answer]

**[Confirm the time and then go to Seller Counseling Interview Questions.]**

**[If Seller says they are not open to it, reply with...]**

[A] *I can appreciate that.*

*When you put your home on the market originally, where were you headed?* [Listen for your selling points]

*When were you hoping to be there?* [Listen for your selling points]

*Why do you think your home didn't sell?* [Listen for your selling points]

*I understand.*

[A] *Let me ask, if we could find a Buyer who was willing to pay your price and close at a time acceptable to you, would you still be open to selling your home?*

**[If Seller says no** and doesn't give much detail on the selling points, you can go with these two step-down offers, in order]

**Option 1** (Step down #1)

[A] *What if we could net you an additional \$5,000 to \$10,000 than the other agent said they would get you?*

**Option 2** (Step down #2)

[A] *One last thing before I let you go. Are you aware of our Guaranteed Buyout Program? <Your name or your Team Leader's name> offer(s) a guaranteed buyout where I'll / he'll / she'll come out to your home and give you an offer within 72 hours that we'll both agree upon.*

*If we can get you an offer within 72 hours so you know your home would be sold without the worry of listing it, would you be open to meeting with us.*

**[If Seller says they would be, refer to Reply A.]**

**[If Seller says no, reply with....]**

[A] *So, your plans have changed?* [Listen for your selling points]

[Now you use their selling points and close accordingly for the appointment.]

**[C] Why didn't you bring a buyer?**

[A] *At the time it was on the market, I didn't really hear about it and I pride myself on keeping my ear to the track when new listings come on the market. It looks like you have a really nice house, so I can't imagine why people didn't want to see it. However, if your prior agent didn't do a good job marketing, that could have been the reason. We spend over \$ X per month to generate over XXX leads per month at*

*our office, which is at least 10 times what the average agent does each month. By generating so many leads, we can drive more Buyers to your home to get you more showings and increase the price paid on your home.*

*If I can show you how we can dramatically increase the number of showings on your home to get your home sold at your price and in a timeframe acceptable to you, would you be open to meeting with me?*

**[C] We didn't have many showings.**

*[A] It looks like you have a really nice house, so I can't imagine why people didn't want to see it. However, if your prior agent didn't do a good job marketing, that could have been the reason. We spend over \$X per month to generate over XXX leads per month at our office, which is at least 10 times what the average agent does each month. By generating so many leads, we can drive more Buyers to your home to get you more showings and increase the price paid on your home.*

*If I can show you how we can dramatically increase the number of showings on your home to get your home sold at your price and in a timeframe acceptable to you, would you be open to meeting with me?*

OR

*[A] Our team is currently working with over X,XXX Buyer clients right now. When we list a home, we expose your listing to this group of highly qualified and pre-approved Buyers even before we put it on the MLS to see if we can sell it to them in 24 to 72 hours to make it easier for you. If we could get your home sold in a short period of time by selling it to one of our qualified Buyers, would you open to finding out how we could do that for you?*

**[C] It was the price.**

*[A] Is that your belief or is that what your agent told you? I'm not trying to be smug, but that's the excuse a lot of agents give when a home doesn't sell. It could have been the price, but I wouldn't be able to tell without seeing your home. Price is a function of supply and demand and I know that we spend more than \$X every month on marketing and advertising to generate Buyer traffic to your home.*

*If I can show you a way that we dramatically increase the demand on your home to get you the best possible price, would you be open to meeting with me?*

**[C] We are going to wait a while before we list again.**

*[A] I can appreciate that. So, have your plans changed? [Listen]*

*[Find out why and then solve. It doesn't matter what the reason is, i.e., school, weather change, more money etc. (assuming the time frame matches your time on market) you can handle it like this.]*

*[A] Even with the large number of homes on the market today, Buyers are still waiting to wait a little longer for a closing on the right home. If we could find you a Buyer that was willing to pay your price and give you that extra time to close, would you be open to meeting with me?*

**[C] We want to do some work on the home.**

[A] *I can appreciate that. The people who buy your home may not want things. fixed up or changed the way you're going to do it and all your time and money could be lost. If we can show you a way to find a buyer willing to pay your price without having to do the work would you be open to meeting with me?*

**[C] We're going to re-list with the agent again.**

[A] *Have you signed the listing agreement yet?*

**[If Yes,** wish them well and offer to help them if their home doesn't sell again.]

**[If no,** continue...]

[A] *Aren't you concerned that if you choose the same agent, you're going to get the same results? [Listen] All agents are different, and with our marketing and advertising, we've been able average our sellers X:XO/o of their asking price with a closing date X to X days shorter than the market average. If I can show you how we can get you XX% of your asking price in X fewer days than the market average of X, would you be open to meeting with me?*

**[C] We're going with another agent.**

[A] *Have you signed the listing agreement yet?*

**[If Yes,** wish them well and offer to help them if their home doesn't sell again.]

**[If no,** continue...]

[A] *Before you sign a lengthy contract, meet with us so we can talk about our Guaranteed Buyout Program. U<Team Leader s Name> offer two programs where we can guarantee that your home will sell, including me <Team Leader s Name> buying it. When would be a good time to see which program is a better fit for your specific needs?*

**[If you can't get an appointment,** use this script]

[A] *If you do move in the future, when might that be? [Listen]*

*We have a monthly newsletter we send to all our clients that has great information about the current real estate market. Would it be ok if I add you to the list? [Listen]*

*What is your email address? [Listen]*

*Thank you, <First Name> and we look forward to an opportunity to work with you in the future.*

**[Whatever time they tell you,** cut it in half, subtract one day and call them then!]

## FSBO Lead Scripts

[A] *Hello, this is [ask for the owner of the property] calling from [insert company name]. How are you doing this [morning, afternoon, evening]”?*

*(Team Lead) asked me to give you a call to see if your home was still available.?*

[Many times at this point they put up their guard and say “we are working with agents”. **If that happens, say...**]

[A] *I understand why you might not want to work with agents. I get to work with them every day”. (Light-hearted laugh)*

*I’m curious, <name of person>, if we had a buyer that was willing to pay a price that is acceptable to you, would you be open to paying us a 3% commission?*

[The goal here is to get them to agree to pay 3% to us if we find a buyer, not say we have one, but many times they will ask. “**So do you have a buyer?**” And the following answer should be this....]

[A] *(Name) the real estate market is super hot right now, and we are working with hundreds [or insert number of buyers if you know it] of serious buyers that are waiting for the perfect home to hit the market. I can’t tell you for sure if we have a buyer that matches your homes criteria but that’s the reason I am giving you a call.*

*Would it be okay if our company included information about your home to our list of qualified buyers?*  
[Listen]

[A] *Okay, great!*

*Could you tell me a little more about your home?*

[Let them tell you about the home. Prompt them with things like bedrooms, bathrooms, square footage, deck, fireplace, garage size, etc. if they’re not very forthcoming get them to talk and let them talk to start building rapport.]

[The more they talk, the more you are building rapport. Give genuine compliments along the way, you want to get them talking.]

[EX] *:: That’s great! Sounds like you have a really nice home.*

[A] *What did you come up with as an asking price? [Listen]*

[A] *If you don’t mind me asking, why have you decided to sell? [Listen]*

[A] *Do you have a time frame in mind as far as when you’d like to be moved”?*

[You are trying to determine if they are moving out of area, locally, if they've build or bought etc.... this is their REAL motivation]

[A] *Have you had any offers on the home? (Ask curiously)*

[If no act surprised]

[If yes, ask...]

[A] *What happened?* [Listen]

[A] *Okay. Is there a point at which you might consider interviewing agents to sell the property?*

[A] *Earlier, you mentioned that you were asking \$\_\_\_\_\_ for your home. If we had a cash buyer that was looking to close on your timeline, what do you think your bottom dollar would be?* [Ask this in a very non-threatening manner.]

[A] *Is \$\_\_\_\_\_ your bottom line price?*

[The goal is to get them to negotiate up front so we can use that in discussion on appointment]

[A] *There's no question you have a great home and there's a good chance we may already be working with a buyer that would be interested. What I'd like to do is set up a time for us to stop by and see the home. Would there be a time, maybe sometime this week, we could take a look at it?*

*When would it work best for you?*

[Set appointment]

[A] *One last thing: If I could show you a way that I could net you more money by working with us in the transaction, would you be open to working with me when the time comes that you're interested in interviewing agents for the job of selling the home?*

[A] *Great. Thanks for your time. We'll look forward to seeing you at (insert time and date). Have a great day.*

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## Home Value Call Back Script

[A] *Hi, is <First Name> there?*

[Let Them Answer]

[A] *This is <First Name> calling. from <Insert URL>. I am calling because you registered to set your home value. We've noticed a pretty big range in <City Name>, specifically in your neighborhood. Were you interested in a broad range or something more specific?*

[If specific, continue...]

[A] *Okay great, now are you planning a move soon?*

[If Yes, continue...]

[A] *Okay...well you know...these are computer generated values and they don't take into account all of the upgrades you may have done to your home, and other things that may increase or decrease the value of your home. If we could take a quick peek at your home, we would have a better understanding of your home's amenities, condition, and overall size. I could give you a much more accurate idea of what the market value is and how you can get up to 18% more money for your home when selling than traditional methods. Would that be helpful?*

--or--

[A] *Okay... well unfortunately computer generated values don't take into account all the factors that may increase or decrease the value of any home. have a system backed by market research that identifies 115 key variables that we then proactively manage to help you get up to 18% more money when selling. Does that sound like something that would be helpful?*

[If Broad, continue...]

[A] *The reason I ask is because a broad range in <City Name> can be up to an 18% Swing. The range is impacted by many different variables. It's been my experience that someone who is wanting the value to debate their tax assessment has different objectives from a homeowner looking to determine what price they should list their home. What are your objectives?*

---or---

[A] *The reason I ask is because the broad value range can either work for or against you, depending on what your plans are. If you want to dispute your tax value for your property taxes, a low value helps. If you're looking to refinance, a higher value helps, but if you're trying to determine what price you should list your home for, a real, accurate market value is critical. What are your plans?*

[Listen]

[A] *So, based on what you've told me, I think what you would find most helpful is if I can have one of our market experts come take a look at your home. They can see what upgrades you've done, and give you a much more accurate estimate of what the current market will bring. And, if you are considering selling, while they are there they can also give you some simple tips that will help you increase the value of your home; things to do and not do which will help you get up to 18% more money when you do decide to sell your home. Is this something you'd be interested in?*

[If Leaving a Voicemail continue...]

*[A] Hi this is <Insert Name> with <Insert URL>. I received your recent inquiry on the value on <Insert Address>. The computerized range is pretty broad in your neighborhood. I can help you determine a more specific value by asking you a few short questions. When you get a second, please call me at <Insert Phone Number>, so I can ask you a few additional questions about your home. Also, I will e-mail you at <Confirm E-mail> with a list of the questions I need in order to give you a more specific value.*

## Reconnecting with Past Relationships

In order to be the most successful in your real estate business, you need to squeeze as much "nectar" from the fruit that is the various groups of people, i.e., friends, past clients, prospects, referrals, etc. with whom you come in contact with on a daily basis. Included in this list are people with whom you've had little to no contact with in a long time.

Now, many of us are uncomfortable reaching out to people that we haven't spoken with because we're embarrassed or unsure about what their response will be. The good news is, if you had common interests or they are a clients that you did a great job for in the past, your connection should be one of a positive nature.

Here's a helpful strategy to give you the best chance of making your reconnection a positive event.

It's based on the acronym FORD, which we describe below. Keep in mind the importance of being real so you can maintain a comfortable environment. You can be the person that makes them comfortable.

**Family** -First, ask about their family. The "F" n the FORD method stands for family. Keep it simple. Your conversation doesn't have to be about world news and current events. Talk about their spouse, kids and their in-laws. People especially like to talk about their kids and the successes they've had. "How old are your children now?" If younger, "How is school going for them?" If older, "How's business life for them?"

**Occupation** -Ask about their occupation -"O". "How's work going?" "That's a fascinating job. How did you get into it?" "Be prepared, they may be between jobs, so you'll need to be empathetic to their situation if things are tough. There may be an opportunity for you to help them connect with someone you know to move their career further along.

**Recreation** -Ask what they like to do for fun. "R" stands for recreation. "What do you like to do for fun?" "Hey, when's the last time you..." If you did something recreational with them in the past, it's good to bring up a positive experience that you shared to strengthen the reconnection."

**Dreams** -Ask about their dreams. The "D" stands for dreams. "If you could go anywhere you wanted, where would it be?" "What have you always wanted to do? "Be a dream enabler; look for ways to help them get closer to their dreams by recommending a book, video or resource that gives them more information on achieving their dreams.

The FORD method is extremely simple, but also, extremely effective. As you employ it regularly to get and stay in touch with people, it will become a solid part of your strategy to grow your business.



## Setting an In-Office Appointment

Once you've gained the commitment from the seller that they want to meet with you, you would progress accordingly to get them to come to the office.

*[A] In order for us to do the best possible job for you, we hold our initial consultation here at our office. When would be the best time for you and [insert spouse name as necessary] to come to our office. What works best weekdays or weekends? Mornings, afternoons or evenings?*

**[If they say yes,** set the appointment and go to the Seller Counseling Interview]

**[If they say no** or ask why, continue...]

*[A] At some point we're going to come see your home and determine the price that it will sell for. That number, though, will be determined by the market. Right now it's not so, much about your home as it is about hiring the best agent to do the best possible job in getting you the highest price and meeting your needs, wants and goals.*

*I'm confident that our proven repeatable system that gets our clients up to 18% more for their home than traditional real estate methods is the absolute best home selling strategy in [insert your city] And, in the past, our clients have found that coming to our office to interview us and see how our program benefits them helps them make the best decision on who will get them best results.*

*When would be the best time for you and [insert spouse name as necessary] to come to our office so we can show you how to get up to 18% more for your home?*

**[If they say yes,** set the appointment and go to the Seller Counseling Interview]

**[If they ask how it works,** say...]

*[A] Great question. You come to our office and spend about 30 minutes with us so we can show you how we get our clients up to 18% more for their home than traditional real estate methods. From there, if you like what we have to offer and you think we're the best company to get your home sold, we'll set a time to come see your home and determine the highest possible price we think we can get you based upon your needs.*

*The good news for you is that if we can't agree on a price, you don't have to hire us... you can move along in the process and find an agent who can best meet your needs.*

*For now, though, we want to focus on the most important part of the process – determining who will get you the most amount of money and meet your needs, wants and goals at the highest level.*

*When would be the best time for you and <insert spouse name as necessary> to come to our office so we can show you how to get up to 18% more for your home?*

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[From here, you'll likely get standard objections and you may need to determine that a home visit is the best solution for you and your prospect.]

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# Overcoming Objections

Getting past the initial conversation with a potential seller into the Seller Counseling Interview and jumping into setting the appointment, it can be difficult to overcome objections thrown out by the client on the other side of the phone. Below are some tips in handling some objections to get a confirmation from the client leading into the Seller Counseling Interview where you will set the appointment and ultimately securing the listing.

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## CHSA Listing Script

*[A] <First Name>, this is <Name>, I understand you 'rethinking of putting your home on the market, is that correct?*

*Are you planning on making the move in the next 3 to 6 months?*

*Are you staying in the area or moving out of the area?*

*Are you buying a larger home or are you downsizing?*

*If you could wave a magic wand, when would you like to have your home sold by?*

*Do you currently have anyone helping you with the listing and sales process?*

**[If yes,** confirm that they've signed a contract and wish them well]

**[If not,** continue...]

*[A] Great! At <Insert company name>, we use a proven repeatable system backed by market research to help you get up to 18% more money for your home than other agents do using traditional methods. If I could show you how to get up to 18% more money, would you be open to seeing how we can do that for you?*

**[If yes,** continue...]

*[A] When would a good time before me to come over and take a look at your home? While I'm there, we can discuss the price of your home and I can give you an idea of what to do and more importantly, what not to do in order to get the most amount of money for your home. Then, I can review the fees and costs associated with getting your home sold so you know how much you'll put in your pocket at closing?*

**[If Yes,** Set the appointment and use the CHSA Seller Counseling Interview]

[If not, then ask...]

[A] *What strategy were you considering to get your home sold?* [Listen]

**[C] Actually, we are going to sell for sale by owner.**

[A] *I can appreciate that. Are you selling For Sale By Owner to save money or because you don't like real estate agents (Chuckle)?*

**[C] We don't want to list with an agent because we want to save money.**

[A] *The 2012 report by the National Association of Realtors reported that sellers who sold their home on their own gave up as much as 17% of their equity when they sold on their own. If I could show you how to keep that money in your pocket, even after my fee, would you be open to seeing how I could do that for you.*

**[C] Honestly, I just really don't like real estate agents.**

[A] *I'm sorry to hear that. Was there a specific instance, or is it just how you feel in general?* [Listen]

*I'm sorry to hear that. You know <First Name>, not all agents are the same and we pride we on providing world-class service. Plus, we back our listing relationships with cancellation guarantee [you can also say easy exit agreement] that gives you the right to cancel your agreement with us at any time if we're not doing a good job for you. Would that work well for you?*

**[C] We are going to go with a friend/family member to list our house.**

[A] *I can appreciate that. Let me ask, are you looking to get the most amount of money for your home?* [Listen]

*Great, even if you do list your home with <insert person>, wouldn't it make sense to get a second opinion so you can compare what he/she does versus another proven producer in the market?*

**[C] I think we are going to wait to list.**

[A] *You mentioned earlier that you wanted to make your move on <date>, did you want to put your home on the market at that time or have it sold by that time?* [Listen]

*Let me ask, if we could find a buyer who was willing to pay your price and move into your home based on your timeframe, would that work?*

**[C] We have already picked an agent to work with.**

[A] *Have you already signed a listing agreement?*

[If Yes, wish them well.]

[If not, reply with...]

[A] *It may be a good idea to get a second opinion. As I mentioned earlier, we've got a proven, repeatable system backed by market research to get you up to 18% more money for your home than traditional real estate methods. Wouldn't it be worth it to spend a few minutes with me to see if we can get you that much more for your home?*

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## General Objections

Sellers are often shy at pulling the trigger right away and will toss out different objections that may catch you off guard. The more you prepare yourself for common objections, the better prepared you will be when dealing with potential sellers. Below are a handful of common objections you may encounter throughout the year when working with potential clients who are unsure about listing their home.

### **[C] We want to wait until after the holidays.**

[A] *I can appreciate that Mr./Mrs. Seller. May I ask why you are waiting until then?*

[Usually, they say they don't want to be interrupted during the holiday season]

[A] *That's fair. Let me ask, if we could find you a buyer who was willing to pay your price and close after the holidays, would that work for you OR if we could find you a buyer who was willing to pay your price and close after the holidays and you could control when you did and didn't show your home so that the showings didn't interrupt the holiday celebrations, would that work?*

### **[C] We want to wait until the weather gets better / spring / new year.**

[A] *That's reasonable. Oddly enough Mr. and Mrs. Seller, this time of year is one of the best times of year to sell a home. Not only are there fewer homes on the market and giving you less competition against which to sell, but the buyers who are out looking / or homes are more serious because in most cases, they have to get into a home by the end of the year. Can you see how your home would actually be more attractive to potential buyers at this time of year?*

### **[C] We already have an agent or a market analysis.**

[A] *Over 50% of the homes listed today market place don't sell. Your home is your largest asset. It makes sense, doesn't it, to get a second opinion, to make sure you're getting the most money for your home.*

### **[C] We still have work to do on our home.**

[A] *I can appreciate that. Unfortunately, your hard work never gets you the return you're seeking in proportion to the time and money you spend to get the work done. Would you be open to selling sooner if we could get you your price without having to do all that work?*

**[C] What's your commission?**

[A] *Our commission is flexible and we have a variety of different commission programs that we'd be happy to cover with you when we get together.*

**[C] Already had market evaluations.**

[A] *Do you feel obligated to that agent? [Listen]*

*What were you planning on listing your home for? If we could get you that or more, and had a buyer who didn't care when you closed, would that work for you?*

*Price is a function of supply and demand we have a variety of ways of increasing demand and it often results in a better price than you might think When would be a good time to drop by your property to see how much more money we can put in your pocket?*

*May I ask, what did those agents quote you for a commission? If we could do it for less and still get you the same price, would that be acceptable? When could I drop by and see if your home matches any of the buyers we are working with?*

**[C] Does my spouse have to be there?**

[A] *No, they don't need to be there. But what I've found, is that you may have a question that your spouse does not I think of and they may have a question that you haven't thought of Are you going to discuss your decision before you put it on the market? So it's probably best that they are there then. When do you plan on discussing it with him/her? Let me make a suggestion, why don't I come by then? What's better for both of you ...Days or Evenings?*

**[C] We want more Money.**

[A] *Price is function of supply & demand. We have a variety of ways of increasing demand which often results in a better price than you might think, sometimes as much as \$10k to \$20k more. When would be a good time to drop by the property?*

**[C] We want to wait.**

[A] *If we could find you a buyer that was willing to pay your price and close when it's convenient for you, would that work for you?*

**[C] Doing Improvements.**

[A] *If you could get your price and not have to do any improvements, would that be okay? We also have a Coming Soon listing program where we can give you the time to let you fix what you need and not miss out on the interest from buyers that would be willing to wait to see your home.*

**[C] What do you need our mortgage amount for?**

[A] *We normally prepare a seller's estimates of proceeds to illustrate all the costs associated with your sale. The biggest cost is usually the mortgage payoff. Do you have an approximate idea of how much you owe?*

*The best way to guarantee you the best price is to provide you with the most options. Some mortgages are attractively assumable and may be an additional way we can promote and market your property to get you the best price. Do you know what your rate is, your approximate balance and do you have any idea as to whether or not it is assumable?*

**[C] How much do you charge?**

[A] *Our fee is flexible and my goal is to find a price and fee structure that works well for both of us. We can sell your home for as little as 0% and as much as 8% depending on which program of ours you choose. When would be a good time for me to come over and look at your home. At that time, we can discuss what fee works best.*

**[C] We are going to wait until spring.**

[A] *Were you hoping to list your home by spring or have it sold by spring? Are you thinking March or are you thinking June? Did you want your home sold by (use month that they give u) or just listed? Would you consider an earlier move if we could get you a better price?*

**[C] We haven't decided to list our home with anyone yet.**

[A] *I'm perfectly fine with that. The best time to meet with an agent is when you don't feel pressured in making a decision. That way you can absorb the info and get any questions you might have answered well in advance of listing it.*

**[C] We want to look before we list.**

[A] *I can certainly understand that. Are you open to carrying dual mortgages? Unfortunately, once you've found a home, there isn't enough time to list yours and get it sold in time to secure the one you liked. May I make a suggestion? I presume you'd like to get as much for you current home as possible? Yes. And, you'd also like to get the best value out of your next purchase? Yes. Why don't we go ahead and set aside a half-hour to get together and discuss a strategy that does just that. Are mornings or afternoons best for you?*

**[C] We don't want to move twice.**

[A] *No one does and you don't have to. Many times we can facilitate your new homes closing on the same day as your existing one. There are a lot of options. We can also extend, rent back or make the*

*sale of your home contingent on your finding suitable housing. When would be a good time to get together and discuss your specific situation?*

**[C] You're the professional, what you think our home is worth?**

*[A] Thank you. I agree with you, a reputation for professionalism is important. The sales price of a property is flexible, depending on the terms and length of exposure to the market. You're looking to move when? (Doesn't matter what they say) Well, then, I think it's important to keep the property priced as close to market as possible, so do you have some idea of what you would want?*

*What price range do you think your home is in, so I can look for comparables?*

**[C] Seller doesn't want to commit to you, just wants to hear price.**

*[A] What I hear you saying is that you're not convinced that I'm the agent you want to represent you. And, I respect that. What I've found is that any information I provide you shouldn't be considered because you're not 100% comfortable with me. You should only consider information from someone with whom you are 100% comfortable.*

*I believe that if you think about this overnight and digest what we have to offer, you'll come to your own conclusion that I'm the best agent for the job.*

**[C] We want to look before selling.**

*[A] Mr. & Mrs. Seller, that certainly is an option. May I tell you what concerns me? Let's assume that we go and look at property and we find you the perfect house. You fall in love with it!*

*You're going to want to make an offer right? [They'll say yes]*

*We're going to need to include in the offer a contingency for your home selling, because I'm assuming you don't want to own two homes. Is that right?*

*How excited do you think the seller is going to be to negotiate with a buyer whose home is not only not sold, but also not even listed yet? [Pause]*

*What I have found is that if the seller will even consider selling you their home, because they don't know if or when it will ever sell, you're going to have to pay full price. And any room that the seller has allowed for negotiation gets forfeited because the seller is in complete control.*

*So, now, you pay full price for this property. We rush and put your property on the market, which is no problem. What happens to your motivation to sell? [Pause]*

*It goes up doesn't it? When your motivation to sell goes up, the price on your house goes down. Just to recap, you pay top dollar for the house that you buy and you sell your house for less than you deserve. Can you see the problem with this approach?*



*What I hear you saying is that you don't want to move twice. Is that correct? May I make a suggestion that protects you so that you don't have to move twice, but also puts you in control so that you can get the best price on the house you want to buy and the best price on the home you are selling?*

*Let's put your home on the market for Top Dollar, subject to you finding suitable housing? Now, there is no pressure to sell and a greater chance you won't accept a low offer. Once we find a buyer willing to pay your price and wait for you to find your next home, you get the best of both worlds, Top Dollar on your terms and now with your home Under Contract, so you can negotiate better on the one you 'rebuying. Make sense?*

**[C] Friend or Relative in the business.**

*[A] Oh, that can be difficult. Would it make your relationship difficult if your friend wasn't able to get your home sold?*

*May I make a suggestion? I'm sure you value a relationship as much as I do. You know, Doctors don't operate on friends and family, lawyers don't represent friends or family. Don't put that kind of unnecessary pressure on yourself. With us, if at any point you're not satisfied; you can cancel your listing free of charge.*

*May I ask, why did you ask me to come over? [Listen]*

*What's most important to you, giving your business to your friend or doing what's best for you? [Listen]*

*If I can guarantee you a better price and get you everything else that is most important to you, do you think your friend will understand? Would you want to break the news to them or would you like me to call them?*

**[C] Commission: Seller asks you to do it for less.**

*[A] Let me ask, what's most important to you, getting the lowest commission or getting the highest price? In order to get the highest price we need to increase demand on your home. To do that, we advertise like no one else, we have the best programs and technology in the industry today. We can't provide all that without covering our expenses.*

*Would you trade a ten-dollar bill for a hundred? Even though it costs you ten? What I'm asking you to do is invest in our systems and marketing program so that you can guarantee yourself the best price. Does that make sense?*

*I don't get paid until we close on the property, right? Why don't we keep the fee where it is, and if I don't get you a price that is acceptable, we can talk about it then. But at least we can get started with the goal of obtaining a price that works for you and a fee that is fair to me. Okay?*

*If we did that, then we wouldn't be able to provide all the services we talked about. What I hear you saying is that you like all that we do, but you don't want to pay for them? The truth of the matter is if we didn't do everything we do we wouldn't get the results we get. So, you could list your home with a discount broker, save maybe 1%, but what would it cost you in terms of sales price and convenience?*

*Have you ever made the mistake of buying a cheaper product to save money? Tell me about it. Did you save or did it end up costing you more in the long run? I guess the question tonight is; do you want the cheap example real for tonight, or do you want full service?*

**[C] The other agent will do it for X%**

*[A] May I ask why you didn't list your home with them? [Listen]*

*Honestly, who do you feel is best qualified to get you the highest possible price on your home? [Listen]*

*Did the other agent offer you a guaranteed sale program? [Listen]*

*A Sunday Tour of Homes, where they bring multiple buyers to your home? [Listen]*

*24-Hour Talking Ads? [Listen]*

*And did they even show you a list of the buyers they're working with? [Listen]*

*Then, may I ask why you would want list your home with them? [Listen]*

*What concerns me is that if another realtor can't even negotiate their own fee, how much of your homes equity are they willing to give away to make the deal? I can tell you that I will not give away any of my fee because we're worth it, but at the same time, I will not give away any of your homes equity either. So, the question is, which type of agent do you want to work for you someone who will fight for your price, or someone who doesn't care?*

**[C] Transaction Fee "What is this?"**

*[A] It's an administrative/processing fee, paid at closing. I reflected it on the net sheet.  
[Show them net sheet again]*

*It goes towards the administrative costs associated with the processing and servicing of your listing, i.e. having a full time service coordinator, escrows manager, etc. Let's do this, I 'll modify the listing contract to state that if you're not completely satisfied with our performance or don't feel we earned it, you can notify us up to one week prior to closing and we'll waive the transaction fee, okay?*

**[C] Do other agents charge this?**

*[A] I can't speak for what other agents charge, but I do know that they don't have the same systems, marketing programs and full-time staff we do to assist you in the sale of your home. Also, by having a full-time escrow manager and service coordinator, it's a lot less likely that something will go wrong an hour before closing.*

**[C] We wouldn't sell our home for these prices.**

[A] *Well, based on that statement, you obviously have an idea of what we should sell the property for. What do you feel the price should be?*

[Pricing (Only discuss price in person, never on the phone)]

*Based on these that we just reviewed, please tell me why you feel your home is worth \$X Thousands more than any other property that has recently sold?*

*Based upon what has sold, what is for sale and my knowledge of the market, your home should sell between \_\_\_\_\_ and \_\_\_\_\_. Where are you most comfortable with price?*

**[C] Our Home is nicer than all these.**

[A] *Oh there's no question your home is one of the nicest homes in the area. Quality improvements and pride of ownership are very important in selling a home today. However, the improvements primarily enhance the property's ability to sell faster, but don't always increase the market value in proportion to the cost on the improvements. Does that make sense? With that in mind, at what price would you like to list the property?*

**[C] Can't we just try it at this price? They can make an offer.**

[A] *That's true, they could make an offer. That is, if they see your home. If you folks were going to look at homes and some were under \$XXX,XXX and some were over \$XXX,XXX, all things being the same, which ones would you look at first? Don't you feel most buyers would do the same thing as you? Let's do this, price it at \$XXX,XXX and hold tight. I'd rather see you get 10 offers and have to turn them all down than be priced too high and get no offers. Make sense? We know that price is a fraction of supply and demand. We also know the home priced the best sells first, so lets take a look at that.*

*Only two things happen when you price your property too high: 1. You have fewer showings than if you priced it right the first time and; 2. You're helping the competition sell their home. You don't want to do either of those, do you? May I make a suggestion? Why don't we list it more competitively and hold firm?*

*Even if I could find a buyer to pay that price we have a problem. [Pause]*

*Do most buyers purchasing a home today pay cash or do they get financing?*

**[C] Financing. [Repeat answer]**

*What's the first thing a bank does to protect their investment? They do an appraisal, right? The appraiser's job is to look at the same information we have here. Now a couple of things happen and they're both bad. First, the bank denies the buyer financing on the property based on this sales price. Second, the buyers have just been told they overpaid for the house. Do you see the problem?*

**[C] We want to think about it.**

[A] *What additional information can I share with you to help you make this decision tonight? Mr. and Mrs. Seller, I can't do anything without your authorization, right? Meaning, I can't order your talking house*

*transmitter, schedule your home for the ads, complete the feature sheets, etc. All of that takes time. And so that you don't lose any valuable time or miss out on any potential buyers, let me ask, is it me that you want to think about or is it the price? If it isn't me or the price, then may I ask, what is it? Because I know this is a big step for you, may I make a suggestion? Why don't we get the paper work out of the way while I'm here, then we can fill in the price over the phone once you've decided on <whatever it was they wanted to think about> and that way we won't waste any time. [Go to the forms]*

*Let me ask you, what s your gut telling you to do? Because if it s me, I can take it because I want to do a better job in the future, so please tell me. What is it that you are not certain of or are uncomfortable with?*

*If we cant get you \$XXK,XXX or \$.XXX,XXX with all of our marketing, then there's a real good chance you won't get it. Does that make sense? I know you don't like \$X, but can you live with it?*

**[C] We don't have to sell.**

[A] That's actually great! The best time to sell is when you don't have to. When there is no pressure. However, market value is market value. Is waiting for the market to improve an option? Do you want to do that?

**[C] I don't like the prices you're giving me.**

[A] I can certainly understand. Remember though, my name is <State your name>, my name is NOT "The market." Please don't shoot the messenger, okay? Besides, I'm assuming that you want me to level with you, tell you what you need to hear versus telling you what you may want to hear? I hope you understand, I do not set the prices, the market does and all I'm doing is sharing that with you.

Are you planning on selecting your agent based upon experience, performance and what they can do for you or based on the price they give you?

**[C] We can always rent.**

[A] That is true. Renting a home can be a good investment. It is a fact however, that very few tenants take the pride of ownership that a homeowner does. Have you ever seen the movie Pacific Heights with Michael Keaton? Does that concern you? By holding on to a property for a longer period of time, it is quite probable that deferred maintenance and unnecessary repairs offset any appreciation in value. Is that what you really want to do?

**[C] But we have all these extras.**

[A] All those extras are what we call amenities - they add to the value, but don't necessarily make the home worth more because the bank bases their opinion of value on size and square footage, not on the amenities. They may add some value, but not a significant enough amount to adjust your price that much higher?

**[C] We need more money.**

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[A] *I can certainly relate to that. However, what you need has no bearing on price unfortunately. Do you understand why? Let's imagine that the home you want to buy is worth \$XXX,XXX and I come to you and explain that some really nice people have owned the home and they're moving to Hawaii. Hawaii is really expensive and although their home is only worth \$XXX,XXX, they need \$XXX,XXX, would you help them out? [Laugh together]*

**[C] We're not going to give our home away.**

[A] *Giving it away would be zero. I'm not asking you to do that. What we need to do is look at the current market data and be realistic as to what your home will sell for in today's market. Will you do that?*

**[C] Negotiating Low Offer or Price Reduction w/Seller.**

[A] *Don't be upset at these people. They're trying to buy your home. If you want to be upset at anyone, be mad at the 15-20 people that traipsed through your home and didn't even have the courtesy to make you an offer.*

*We should look at all offers as if they were the right offer, because sometimes they are. May I suggest that we never turn down an offer until we look at it in depth? Besides, most offers need to be amended in some way, shape or form anyway. So lets take a look at what we've got.*

**[C] We always sleep on it, always.**

[A] *On everything? I mean if you were considering something and it was such a fabulous deal, you'd act on it, right? If something was such a fabulous bargain, you wouldn't let it get away, right? So I guess in reality, you really don't have to think about things that are a really good deal or a good value. That means that I didn't do a good job at articulating all of the benefits that we have to offer. Because if I did, you wouldn't have anything to think about....So for that, I'm sorry. Which part of my presentation would you like me to explain further?*

*Should I assume that you're going to select someone else? Because I'd rather have you tell me now so I can learn from it rather than hearing a message on my voicemail. Is that fair? What is it that they offered you that we didn't*

**[C] We came down on our price, will you come down on your fee?**

[A] *You don't have to come down on your price. We can reject the offer and Imperfectly comfortable trying to find another buyer, is that what you'd like to do?*

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# Qualifying the Lead

After you have overcome any lingering objections, qualifying the lead is the most important step to capturing the listing. No question can be overlooked as the information being gathered and positioning being communicated is key to confirming the appointment and ultimately listing the property.

Name: \_\_\_\_\_ Address being listed: \_\_\_\_\_

Mailing Address \_\_\_\_\_

Home # \_\_\_\_\_ Work # \_\_\_\_\_

Cell # \_\_\_\_\_ Other # \_\_\_\_\_

Email \_\_\_\_\_ 2nd Email address \_\_\_\_\_

Best Time to Contact \_\_\_\_\_ Prefer:  Email  Phone

Is there anyone we need to thank for sending us your business? \_\_\_\_\_

How did you hear about us? Source 1: \_\_\_\_\_ Source 2: \_\_\_\_\_

How many: Bedrooms \_\_\_\_\_ Bathrooms \_\_\_\_\_ Square Feet \_\_\_\_\_ Stories \_\_\_\_\_

Garages \_\_\_\_\_ Living Rooms \_\_\_\_\_ Dining Areas \_\_\_\_\_ Fireplace \_\_\_\_\_

Describe the lot: \_\_\_\_\_ Exterior Outbuildings \_\_\_\_\_

Decks/Patios \_\_\_\_\_ Sprinkler System \_\_\_\_\_ Storm Cellar \_\_\_\_\_

Pool: \_\_\_\_\_  In ground  Above Fenced Yard \_\_\_\_\_

Are there any covenants, restrictions, homeowner dues? \_\_\_\_\_

What would you say are the best features of the home?

\_\_\_\_\_  \_\_\_\_\_

\_\_\_\_\_  \_\_\_\_\_

\_\_\_\_\_  \_\_\_\_\_

When would you like for this move to happen? \_\_\_\_\_

Will you be staying in the area or moving away? \_\_\_\_\_ (If away) Where? \_\_\_\_\_

Why have you decided to move there? \_\_\_\_\_

If Staying here:  Buying  Bought  Renting

[If buying, Set up Buyer Specialist To get details If Relocating, Offer Relocation assistance]

TARGET DATE: \_\_\_\_\_

Is this your personal home, rental, occupied or vacant? \_\_\_\_\_

When would be a good time for us to come out? Are days or evenings better for you? \_\_\_\_\_

Is there anyone else involved in the sale of the home? \_\_\_\_\_ Do they feel the same way? \_\_\_\_\_

Have you done any upgrades since you purchased? \_\_\_\_\_

Are you aware of any repairs that might need to be done? \_\_\_\_\_

So on a scale of 1-10 how would you rate your home? \_\_\_\_\_

How long have you owned the home? \_\_\_\_\_

Do you remember what you gave? (Purchase Price) \_\_\_\_\_

Have you had a recent appraisal/market analysis? \_\_\_\_\_ Why? \_\_\_\_\_

Do you have an idea of what think your home will sell for? \_\_\_\_\_

How did you arrive at that number? \_\_\_\_\_

Do you know what your approximate mortgage balance is? \_\_\_\_\_ 2<sup>nd</sup>? \_\_\_\_\_

If necessary, are you prepared to bring money to closing? \_\_\_\_\_

Tag as possible SHORT SALE: \_\_\_\_\_

On a scale of 1 to 10 how motivated are you to sell your home? \_\_\_\_\_

What would it take to get you to a 10? \_\_\_\_\_

You mentioned you have/have not had other market analysis,  
so did you plan on interviewing other agents? \_\_\_\_\_

Great!! The reason I ask is because we would like to be last. That way you can see all the different marketing strategies other companies have and compare with ours, would that be okay?

## Confirm the Appointment

There are two final question to the Seller Counseling Interview that are critical to capture the listing when you go out to meet face to face: ensuring you go last and a verbal confirmation of appointment. Below you will find a simple script in how to articulate both.

*[A] I would like you to make a promise to me. We are going to be putting a lot of time and effort in getting ready for our appointment, please do me a favor and don't list your home with anyone until you've heard what we have to offer that no one else can, is that okay? Mr., Seller, I want to make you aware that there are some agents that will do or say anything to get you to SIGN PAPERWORK on their first appointment, especially if they know we are coming out behind them. There is no way an agent that has never seen your home can tactic" and if they are pushing you to SIGN anything don't do it. Fair enough?*

*[A] Mr. Seller, one last question, If everything sounds good, and the price is acceptable, will you be ready to put your home on the market when we come out on \_\_\_\_\_ at \_\_\_\_\_?*

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# Pre Face-To-Face

Prior to meeting with a potential seller face-to-face, there are a few things you should do to prepare not only you for the appointment but the client as well. Below are actionable items you should include in a checklist prior to a face-to-face meeting with a potential seller.

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## Communication to Client

Preparing your client for your face-to-face appointment is a key step you do not want to overlook. Ideally, you would trigger a follow-up sequence in your CRM to your potential seller that delivers documents to get them to understand what is involved in hiring an expert advisor and what you can do for them when listing their home.

Through email, send out at least these two items of value:

- The NAEA's Pre-Listing Video (<http://naealibrary.com/chsa.html>)
- The 7 New Laws White Paper Report from NAEA

Repetition is key and value unarticulated is value unappreciated. The more the client hears about the 7 Laws of the Expert Advisor and how hiring a Certified Home Selling Advisor® to list their home will help get their home sold for up to 18% more money, the easier your job will be when you get to the listing appointment. If you want more information about either of these supporting materials, email [support@naea.com](mailto:support@naea.com).

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## Paperwork Preparation

Getting ready for a listing appointment is time well spent. Understand, it doesn't have to be your time. Get assistance to help you gather the following materials and data on the home.

- Prepare a Market Trends Report
- Gather information from Expert Advisor Market Reports (K.CM Reports)
- Pull comparables from the MLS

The above information gathered will help you prepare the Listing Agreement, with Commissions and Transaction Fees - all with a clear understanding of where the home should or needs to be priced at to sell. When you get to the appointment, be prepared to "baffle them with data" as you articulate how the "market" will determine the price not the agent.



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Finally, prepare a listing package to take on the appointment. Include any supporting materials you would like to leave behind with the potential seller (i.e. the 7 New Laws White Paper or breakdown of office contacts they will need to reference, etc.) as well as all the marketing information and listing agreement documentation you will need to list the home.

Having the listing packages pre-stuffed in bulk makes this process a bit easier as you add universal content to a stash of 10-20 listing packets and then you add the custom information (market data, agreements, etc.) prior to leaving for the appointment.

If you have questions, or would like ideas on what to include in your listing packet, email [Support@NAEA.com](mailto:Support@NAEA.com).

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# The Appointment

The listing appointment is here and you are ready to articulate your value of being a Certified Home Selling Advisor and how you can help them get up to 18% more money on the sale of their home. Below you will find the step-by-step process of going on the appointment the Expert Advisor way! From the initial greeting to signing on the final dotted line, you will find that getting the listing is easy with this step-by-step approach.

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## Initial Greeting

It's important to ensure you and your potential seller are in the proper state of mind prior to the listing appointment. All agents have the routine of psyching themselves up (i.e. certain song playing in the car on the way to the appointment, parking a certain way in front of the house for good luck, packing a certain pen to sign the paperwork, etc.) but what is even more important, is getting the buy-in from the initial greeting once the potential seller opens the door.

[With a smile on your face on confidence in your voice...]

[A] *Folks, are you ready to get your home sold?* [You don't care what the answer is you just want to know what you're up against for the evening.]

[If they say **yes**, you're there to get listing paperwork signed as quickly and professionally as you can.]

[If they say **no**, you still have to get listing paperwork signed, you have to get on your horse and ride to get it signed.]

**TIP:** Do not walk into the house until they invite you into the home. If they don't invite you, ask if you can go in the house. Be polite. Take your shoes off unless the house is a complete pigsty. Always take your shoes off that's a sign of respect and leave them by the front door.

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## Get Situated & Home Walk-Through

You want to get situated at the kitchen table and it is important to always ask to sit at a kitchen table. You don't sit in the living room with a bunch of chairs or someplace where you can't sit and have a conversation. You want to be sitting at a kitchen table where you can conduct business, where it's uncluttered and you can have their undivided attention.

[If the **TV or radio is on**, ask them to turn it off...]

[A] *If you wouldn't mind, it's important that we do a good job for you and it would be great if we could turn the TV/radio off so I can make sure I do the best possible job for you.*

[You want to ask them permission to sit in a certain chair because sometimes people are a little funky about their chairs.]

**TIPS:** A couple of rules of thumb:

- 1) Do not sit where Mr. and Mrs. are to the left and right of you where they can look at each other and you can only look at one at a time.
- 2) Do not sit directly across the table from both of them because it creates a physiologically adversarial situation.
- 3) Do your best to sit alongside, if possible at the corner of the table, with them sitting next to each other and put Mrs. closest to you. Historically, Mrs. influences the buying situation or the buying scenario. If you identify the decision maker is, in fact, the husband then you will ask him to sit there accordingly.

[A] *Mr./ Mrs. Seller, do you mind if I leave my things here at the table?*

[Place your stuff at the table. Don't take anything out of your bag just leave it there]

[A] *Who would like to give me the grand tour?*

**[Wait for Mr. or Mrs. to chime in.** This is where you can get a gauge for the decision maker of the home. If one answers, "I will", this may be the one with more influence. Or, if one directs the other to give the tour, that person may make more decisions. Do your best to sleuth out who's in charge.]

**TIP:** As you go through the house make note of things that are nice and be sincere and honest. If There are things you identify with that make you similar to or like the seller point that out -pictures, automobiles, anything in the house, furniture, anything that will show that you're like the person. You always want to point that out.

**Don't be negative.** You definitely don't want to make any negative comments at all. You can bring it up later on. Don't lie, lying is bad. Number one it's bad to lie, but secondarily because once you lie you have to keep on lying and after you tell a lot of lies it's hard to keep track of what lie you told. So, from an integrity standpoint tell the truth. Even if they ask you, do you think we'll need to get that replaced?

[A] *I'm not sure but let's take a look at everything and then we can go back to the table and start talking about the sale of your home and go over anything you might need to do or not need to do.*

**Be very observant.** Unless it's pouring or there are four feet of snow outside, go around and walk around the outside of the house. A lot of agents won't do an external walk through. That's one of the many things you can use to differentiate yourself from other people. Make note of gutters, the roof and the exterior paint or brick. Take a look at faucets and air conditioning units and take note of any normal wear and tear

or anything you think might be problematic. You're not a home inspector but obviously, your pricing on the home is going to take into consideration everything.

**Do make nice comments.** It's important that you spend a lot of time doing this and make sure you go through the house and make nice comments that are legitimate when appropriate and, if not, then don't say anything until you get back to the kitchen table.

**TIP:** Once you sit down at the table always ask for a glass of water, always. The reason is two-fold: 1) you want to make sure you have water and 2) if you need to get a break in the action because things aren't going well during the presentation, you can finish the water and ask for another glass. You can break whatever monotony or tense situation there is and regroup by having them get up and get a glass of water for you. Everybody's physiology changes and it makes things easier for you. It seems silly but it's true.

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## Review Seller Counseling Interview

You're going to take out the Seller Counseling Interview and you're going to review every question; some in detail and some not so much in detail. You want to confirm what their timing and motivation are and this is probably the most important thing for you to get squared away. Confirm timing, motivation and make sure that they are looking to make a move hopefully in the next 90 days (6 months at the latest) and they're committed to the process.

You can confirm the square footage and any major upgrades they've done to the home. This would be the time at which you have a conversation with them about some potential issues in the home.

*[A] Mr. and Mrs. Seller, we're going to get to pricing in a little bit, but I see some things in your home that we might want to take a closer look at and or you should give yourself the opportunity maybe to get something fixed or upgraded prior to putting your home on the market.*

[An example of something you could say would be...]

*I like the carpeting you have in here, but unfortunately even though the color is nice its a little worn down and the market says carpets that are worn down don't attract as high a dollar amount as newer ones. One thing you may want to consider -and we don't have to make a decision now - but one thing you may want to consider is getting the carpets replaced.*

*[A] The good news is as part of our services we offer you a free staging consultation with our professional stager and they can give you some input on what to do and how to do it for the least amount of money and get the best possible results for yourself.*

[That's the proper way to address something needing to be replaced, repaired or upgraded in the home. From there what you want to do is ask them if they say they were planning on meeting with anyone else and even if they didn't or you can say..]

*[A] How did your meetings go with the other people you planned on meeting with regarding the sale of your home?*

You want to make sure that you've positioned yourself to be last at that time or to come back another day after they've met with everyone.

Next, you want to confirm timing and motivation. They are the 2 high points that are most important and then continue to confirm the data in the home (i.e. the number of bedrooms, bathrooms, square feet, etc.) because you want to make sure your comps match up with what you collected during the seller counseling interview.

From there, what you want to do is ask them...

*[A] Are you, by any chance, planning on meeting with anyone else?*

**[If they didn't, say...]**

*[A] How did your meetings go with the other people you planned on meeting regarding the sale of your home?*

**[If they say we're not meeting with anyone else, just meeting with you...] Great!**

**[If they say they went great, then you want to find out what worked and what didn't work]**

*[A] What did you like about the other agents you met with? What didn't you like about the other agents?*

**[If they are still planning on meeting with somebody, here's an opportunity to go ahead and excuse yourself and turn it into a 2 step listing. Let's say there are other people they still want to meet and you want to be last, say...]**

*[A] Okay Mr. and Mr. Seller this walkthrough was helpful. This review of the Seller Counseling Interview is extremely helpful as well. What I would like to do now is go back to the office and put pencil to paper and come back after you've spoken with the last agent to show you what we can do that other agents don't do and get you up to 18% more for your home than traditional real estate methods.*

**[Set a subsequent appointment and say...]**

*[A] I'm just going to take you at your word that you're not going to list your home with anyone else before I come back. That way I can show you how I can get you so much more for your home than other agents will and go from there.*

If you are staying for the appointment, confirm what are the top 3 things that are most important to you them in the sale of their home. For most sellers, it's price, timing and ease of doing business. If they can't put their finger on what those important items are, you can also ask:

*[A] Is it marketing? Is it a team? Is it customer service? What are your goals and most important you and the agent you hire?*

[Get the information and then move on to the next part of the process.]

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## Market Trends Report

At this point, it's time to go over market data and you'll want to start with the KCM materials and talk about the national markets.

You're going to look at the sellers and say:

*[A] Mr. and Mrs. Seller, one thing we pride ourselves on is keeping a really, really detailed track of what's happening in the market. Not just locally here in our town and our city and even your neighborhood, but also across the country. You see, there are some larger economic occurrences that happen that eventually trickle down to what happens here on your street. So we want to make sure we understand what's happening and what the current trends are. At this time, I want to take a couple of minutes and talk about those current trends and how they impact you as a home seller.*

Go over your KCM materials and help them understand whatever the current national market trends are at the time. Steve Harney and his team have been kind enough to create the collateral material to help you. If you feel the need to, you can pop the slides up on your iPad or on your laptop and take sellers through those slides.

After people understand what the national market trends are and how they affect them at their level. Then go to the local market trends data and specifically to their price range. At this point, you want to point out any problems they are facing as sellers

Your job as a salesperson is to find a need and fill it or find a problem and solve it. You want to outline any problems for the seller and show how you're going to solve them. For instance, you can say:

*[A] Mr. and Mrs. Seller, there are these many homes on the market, they're staying on the market "X" long and there is an "X" percent chance that your home won't even sell. Additionally, the average agent in the market is only getting people "X" percent of the asking price when they sell. Can you see how this would be a problem when selling?*

As an agent, it's important that you know what's happening in your market right now. Cover the details of the local market very clearly and get real granular with the data. This whole process should take you 10 to 15 minutes of covering EXACTLY what is going on in the market. You just want to be able to articulate this to sellers in such a way that they feel they are getting great information that no other agent likely showed them.

When you're done take your Market Trends Report and hand it to them and say:

[A] *This is for you. Know that this information is data we pull every month and send out to a list of VIP clients who want to stay in the know about the local and national real estate market. I'd be happy to add you to that list if you'd like.*

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## Transition into the CHSA Listing Display

[A] *Mr. and Mrs. Seller, do you agree that price is a function of supply and demand ... that the better a job someone does in driving up the demand on your home the better chance you have of getting the price you're looking for, correct?*

[They should say yes.]

[A] *Well, I'm confident I have all the information I need at this point and from what I see here, I'm certain that we're the right company to help you get your home sold for the most amount of money.*

*You've laid out goals of then repeat their goals back to them -A, B and C and I know because of our streamlined home selling system, that we can do a better job than anyone else in the marketplace to help reach your goals faster and easier than anyone else.*

*My question for you is this: if I can show you tonight how we can help you achieve your goals of A, B and C and drive up the demand on your home better than anyone else to get you the best price possible, would you be open to selling your home with us? Would you be open to listing your home with us? Would you be open to it? [Your choice]*

[They will almost always say yes, reply with ...]

[A] *Great. Well, we have a proven, repeatable system that can get you up to 18% more for your home than traditional methods and meet your goals of (repeat goals again) better than any other agent in the market place. Let me share more...*

[Continue to the CHSA Listing Display]

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## Front of CHSA Display

Now it's time to utilize the CHSA Listing Display. Place the display on the table focusing on the front side of statistics comparing traditional agents to Expert Advisors.

[A] *It's important that before you pick anybody that you know exactly what the agents in the marketplace are doing. The unfortunate thing is that just over 50% of the homes that went on the market last year failed to sell. It's crazy to know that there is a little over a 50% chance that if you had listed your home with the wrong agent it would not have sold at all. That costs you way more than just a couple of*

*mortgage payments. That costs you time on market, it costs you perceived value of your home and there are lots of negative things that happen by putting your home on the market with the wrong agent and not having it sell.*

*Another challenge is statistically speaking the average agent out there is only getting sellers about 80% of their asking price. Working with the average agent you give up about 11% of the equity in your home. So, for 2011 that meant the average home seller left about \$16,210 on the table. Do you really want to leave \$16,000 or in your case Mr. and Mrs. Seller do you want to leave \$30,000 to \$33,000 on the table if you didn't have to?*

*If it was all avoidable, would you want to leave that money on there? [Listen]*

**[C] Of course not.** [You continue...]

*[A] Okay, there is a reason these shocking statistics are true and it's this, the average agent only sells about 8 homes a year. So when you only sell about 8 homes per year how much experience do you have getting homes marketed and sold?*

**[C] Not a lot.** [You continue...]

*[A] How much money do you have when you only sell 8 homes a year to invest in the right marketing and advertising strategies to get the largest number of buyers to your home?*

**[C] You don't.** [You continue...]

*[A] As a result of selling only 8 homes most agents have limited experience, limited finances and limited ability to get your home the attention that it needs so the largest number of buyers come through in order to get you the best price for your home.*

*Another reason is that most agents are under trained. They spend anywhere from 90 to 500 hours getting their license and then after that they invest limited time in, I guess you would say, honing their craft. [In talking to the client, compare to their careers if applicable. If they are in any sort of field where it requires additional hours of education or certification, this is where you can drive this point home.*

**[Example scenario...]** *You're a nurse right? Don't you have continuing education classes you have to go to every year to make sure you stay current on your nursing skill sets?*

*[A] Real estate agents have continuing ed classes too but it's a minimum number of hours, a single digit number of hours. Quite honestly, most agents don't invest any more time than that. I invest myself personally, just through the coaching program where I've gotten this listing system we use nation wide, I invest personally 5 hours per week in marketing and training strategies and learning everything I can possibly learn so I can do a better job for you.*

*And not having a lot of training prevents agents from bringing their best game to the table in order to get you the best results for the sale of your home.*



[A] *The last thing is because the agents only sell about 8 homes they don't have a lot of money to invest in their home. Last year, the average gross income for an agent was a little over \$36,000 and for the bottom 20% of the agents in the market it was only about \$17,000. If I only have \$36,000 in my pocket to get your home sold and I still have to pay for all my living expenses and business expenses, how much money can I put back into getting your home sold? The answer is not a lot and that's why the average agent's investment is only about \$105 a month on marketing and promotions.*

[A] *As you can see here with just over half of the homes failing to sell and the other ones that sell being sold for as much as 11% less than the asking price, you can see how hiring the wrong agent can be pretty detrimental to you achieving your goals, correct?*

[C] **Yes.**[You continue...]

[A] *Well the good news is that we've got a proven repeatable system that we use here and it leverages the strategy that helps you maximize the price swing effect.*

*By following these 7 laws here that we've learned to be crucial and critical in the sale of a home, we can go ahead and affect the price of your home and get you up to 18% more just by following these 7 laws and implementing the strategies that go along with them in a professional and predetermined manner. By doing this we can get you better results.*

*What we found is there are over 115 variables involved in the home selling process that affects this price swing effect. So, by managing those variables and implementing these strategies associated with these 7 laws, we can get you up to 18% more for your home than the traditional agents in the marketplace.*

[A] *What I would like to do is go over what these 7 laws are and show you how they can add up to 18% more for your home compared to what traditional real estate agents use in this marketplace. Are you interested to learn more? [Listen]*

Flip over the CHSA Display and continue on to explain each of the 7 Laws and 115 variables that affect pricing of the home.

## Back of CHSA Display

The CHSA Listing Display can be presented in many different ways. Below you will find a breakdown of each Law in a long and short script format. Articulate your value, and help the seller understand that the process is a proven, repeatable system that can get them up to 18% more money than the methods of traditional real estate agents. Remember, people question price in the absence of value. If you do well articulating your value during the presentation, the conversation of price and commission will be a piece of cake.

### **Law #1 ::The Law of Expertise**

*Law #1 :: Long Script*

*[A] Since I mentioned that this is the Expert Advisor Home Selling System I think it is appropriate that we start with Law I, which is the Law of Expertise. It's important to note here that giving you a price before your specific situation is like a doctor giving you a diagnosis before prognosis. More specifically, prescription prior to diagnosis is malpractice.*

*We don't want to make suggestions about how to get your home sold and review what we do to get you the best results, without spending a lot of time finding out about what your specific situation is.*

*That's why I spent some time with you earlier asking you what we call the Hard Questions; why are you selling your home, what your target date is, what your financial goals are. We want to know everything we can about your specific situation to make sure your expectations are in line with what the market will provide today.*

*We also talked a little bit about what you would do if your home doesn't sell; if you did have a plan B, what would that look like. Since we covered that pretty much in detail when we first sat down, I am comfortable with your strategy there.*

*In a little while, we are going to cover the specific price of your home. Ideally, that's one of the main reasons I came here and I promise we 'll cover the price, in detail, very shortly.*

*Now, when it comes to pricing your home, many agents will do a "CMA", which is a Comparative Market Analysis. Fortunately, we stopped doing CMAs a long time ago because quite honestly, it is kind of an antiquated way to determine the price and value of somebody's home. In fact, using a CMA to price a home is a huge challenge in coming up with the best price.*

*Do you know why that's a challenge Mr. and Mrs. Seller? [Listen for response]*

*[A] It's an issue because when you look at a CMA, you're taking into consideration all of the results of other home sales in your market, without knowing exactly why those homes sold.*

*Unfortunately, your average CMA takes into consideration only the price and time on market. It doesn't take into consideration a lot of the other stuff that I covered earlier with you when I went over our proprietary market trends report and other market data.*

*The CMA also neglects what shape that home was in; did the cupboards all smell like cat pee, did the agent that listed home do the best job, was the home not in good shape?*

*You see, we weren't there when those homes sold and we didn't see what they looked like on the inside and outside. We also didn't see if the sellers were going through a divorce, needed to fire sale the home, or even if the sale was an estate sale.*

*By not knowing this information and then helping you determine the absolute best price for your home by using a CMA, an agent is actually doing you a huge disservice. Essentially, they are not taking into*

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*consideration the bigger scheme of things, which is the evaluation of ALL outside threats (including the Law of Supply and Demand) and everything that you see listed here.*

*In the end, this is where our expertise comes into play because this allows us to understand what other areas of the real estate market are going to impact the sale of your home; to make sure that we not only position your home properly, but also that we don't miss out on any opportunities to grab any extra equity that's on the table.*

*If you could pick up an extra \$1000, \$5,000, \$10,000 you'd want to know what factors affecting the sale of your home could get you that money, wouldn't you?*

**[C] Yes.** [Continue...]

[A] *Absolutely, and so would we.*

*That's why spent 10 or 15 minutes going over the market information we did earlier from the Expert Advisor Market Reports™ and that's why we spend thousands of dollars a hundreds of hours a year analyzing and understanding all of these outside threats and factors.*

*There are approximately 26 different outside threats and factors that could affect how long your home is going to be on the market, the price that it is going to sell at, the offer price you are going to get and the type of buyer that is going to come to your home.*

*By understanding all of these at a very deep level, we are able to maneuver and navigate through what's happening in our marketplace right now to make sure your we find the absolute best buyer for your home that's going to pay you the most for your home.*

*In addition to that, when determining the price of your home and how we are going to market it, we really focus on the impact of the Law of Supply and Demand on your sale. The more demand we can drive up on your home, the better chance you have of getting the price you are looking for.*

*That makes sense, doesn't it?* [Listen for response...]

[A] *We'll talk about everything we do to drive up demand on your home in a bit.*

*For now, though, please know that in helping you price your home, we are going to take into consideration your competition, the number of homes on the market, the number of competing homes entering the market, homes that are selling each month, the likelihood that your listing will expire, the absorption rate and all those other things.*

*In short, our expertise in all 26 of these areas -plus our expert knowledge in how to leverage the Law of Supply and Demand -will ensure that we squeeze every ounce, every penny of equity out of your home when it sells.*

*And so my question for you Mr. and Mrs. Sellers is, can you see now by getting the right advice, how by understanding all of these different elements and how they impact the sale price of your home we can*

*easily get you as much of the 3.5% more money for your home just by being an expert in these areas, especially when other agents aren't?*

[C] **Yes we can.** [Continue to transition ...]

*Law #1 :: Short Script*

[A] *Mr. and Mrs. Seller, you've been to the doctor before, right? It's a silly question, but stay with me here.*

*Anyone who 's been to the doctor even once knows that prescription before diagnosis is malpractice.*

*Would you ever work with a doctor who didn't spend the time diagnosing your specific situation and just prescribe medication to you, not knowing what the problem is? No, you wouldn't and neither would for that matter.*

*It's the same for us here in Law 1, the Law of Expertise. As experts, we diagnose what your specific situation is based upon well over 26 different variables and outside threats. We also take a close look at what is happening with respect to the supply and demand in our marketplace. Knowing these details at an expert level gives us the information we need to get you the price, terms and conditions you want when your home sells.*

*Earlier, we covered the hard questions when I interviewed you after we first sat down. From that conversation, I was able to take a really good look at the whole picture regarding your specific wants, needs and desires.*

*I do want to let you know that we are going to cover the price of your home a little bit later, but I am also letting you know that I am not going to do a CMA. I don't do a CMA because it really only takes into consideration the selling price and time on market of the home that sold. It doesn't take into consideration market conditions, the condition of the home or what the seller's motivation was at the time. By doing a CMA, most agents are doing you a huge injustice: 1) because it is an antiquated way to go ahead and price a home, and 2) because they could be leaving thousands of your dollars on the table.*

*That's not something you want is it? [Listen for response ...]*

[A] *I didn't think so.*

*So please know that through this first Law, the Law of expertise, I am going to be going much deeper and significantly farther in evaluating approximately 26 outside threats market and market variables, as well as what is happening in our market with respect to supply and demand, to make sure that when we do arrive at the price of your home, that's its the absolute best price of it could be.*

*Can you see how getting access to expert information and details could be yield you as much as 3-5% more for the sale of your home?*

[C] **Yes we can.** [Continue to transition...]

*Law #1 :: End Transition*

[A] Okay, so you understand the importance of being an expert and you now know all the elements of the real estate market nationally and locally and how they impact the sale of your home. From here, we're going to move forward and show you how we drive the demand up as high as we possibly can to get your home sold the most amount of money.

These next couple of laws, 2, 3, 4 and 5 are all geared towards helping you get the largest number of buyers through your home and more importantly, making sure the right buyer gets to your home -the right buyer being the person who is most likely going to spend the amount that you want them to, when buying your home.

## **Law #2 ::The Law of Differentiation**

### *Law #2 :: Long Script*

[A] Can I ask you a silly question: When you get an offer on your home, do you want a high offer or a low offer? [Listen for response...]

[A] I figured a high offer is what you would say, but I never assume anything.

In Law 2, we discuss the importance of differentiation and how differences that drive consumer preferences can help sell your home up to 18% more.

Now, we're are not talking about differentiation from the standpoint of being different for the sake of being different. We are talking about differentiation from the standpoint of making sure that your home stands out versus the competition to make your home look better, be seen more and ultimately have a higher actual and perceived value in your price range.

As you can see here, we have identified 5 separate ways that you can differentiate your House from your competition.

Are familiar with what staging a home is?

**[C] I have heard of it, but I am not sure what it is.**

[A] As experts, we see staging as bringing somebody into your home who is an expert at not just interior design, but also someone who understands what buyers want to feel and think when they walk through the front door of a home they are going to buy. A good stager is expertly trained and they use their training and their trained eye to make recommendations on how to set your home up for maximum appeal when buyers come in to take a look at it.

Specifically speaking, staged homes can sell for up to 6-10% more and for the little amount of money you may or may not have to spend to go ahead and stage your home, the return on the investment could be anywhere from 250-600% on the money you invest.

At this point, I am not advocating or saying that you need to make any changes to your home from a staging perspective, but as part of our service, we have made an arrangement for a consultation with the

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*professional stager on our team. <Insert stager s name> is going to come by and take a look at your home just to make sure that if there are any areas where we can make an improvement, you do so with the confidence that the improvements will increase the amount of money you walk away with when you sell your home, okay?*

**[C] Sure.** [Continue...]

*[A] We can only do so much with the actual value of your home, but we can do a lot to increase the perceived value of your home. As I said earlier, the more valuable somebody thinks your home is, the more likely he/she will pay the amount of money that you want. That makes sense, right. Can you see how having your home professional staged will get higher offers and dramatically increase the odds that your home will sell?*

**[C] Of course.** [Continue...]

*[A] As part of the staging process, the stager will go through what we call a quality of life upgrade analysis. During this process, the stager identifies which improvements you should make to your home that are going to cost you the least amount of money but yield you the best results. This quality of life upgrade analysis really takes into consideration what are the most important things you could do right now that would get you the best results and won't take you a tremendous amount of money and a lot of time to do.*

*Once your home is in tip-top shape and shines from the roof down, we will want to go ahead and get a professional home inspection, and here s why: the number one deal killer of any real estate transaction is the home inspection.*

*Here's how an inspection can kill a deal: lets say all the parties get together and we agree upon the price at which your home is going to sell. We're all happy, the home is under agreement and its time for the home inspection.*

*A day after the home inspection is over, we get this 5-inch-thick fax from the buyer mentioning 4,000 things that have come up and they want you to fix everything and/or give them money or they're going to bail on the sale.*

*As you know, in some cases they are looking to try to negotiate money off the price of your home and in other cases they are looking for a way to get out of dodge. In either case, it causes you a huge headache and puts all of us back to the drawing board to get your home sold.*

*My job is to take that leverage the buyer has off the table. We do that through a strategy we call preemptive negotiation.*

*Here's how it works. We are going to have someone come in to pre-inspect your home with a negotiated special price for this pre-inspection. It's just like a normal home inspection and it is an investment that will yield you great dividends including getting a leg up on the buyer.*

*Here's how: if anything major comes up, you can get it fixed and you can do it for way less money than if you or the buyer were to pay anyone else to do the work. I am not sure if you are aware of this but once*

*the buyer finds the issue, the repair could cost you as much as 7 times more than it would cost you to fix it yourself. In the end, we know it's going to save you a lot of money.*

*Also, because you'll be aware of all the issues: big, small or otherwise, there should be no surprises that catch you off guard and cause major headaches.*

*Like the staging, a home pre-inspection can help improve the perceived value of your home because there are no latent or inherent defects that the buyer is likely to find. Plus, the home gets a clean bill of health and market research has proven that you can save 2-4% of the value of your home in repair costs, versus the buyer's price, which is about \$7 for every dollar of costs that need to be invested to solve the problem. Can you see how a professional pre-inspection saves a lot of headaches, lots of surprises and a lot of money?*

**[C] Yes.** [Continue...]

*[A] In addition to those two strategies, we're going to recommend that you get a home warranty as well. With the home warranty, you get free coverage on your home while you have it listed and it covers all the major mechanical systems during the home sale. That way, if an issue pops up with the major systems that are covered, you only have to pay the small deductible to have it fixed.*

*Then when the buyer closes, they will have coverage after for the first year after they take ownership.*

*Market research shows that homes on the market with a home warranty sell faster and for up to 2.2% more money. It also helps with any additional little nagging details that the buyer might find with respect to the home inspection.*

*Lastly and most importantly, it really limits the likelihood that the buyer is going to come back to you in six months or a year after the sale and bust your chops over something when they have level of protection.*

*The home warranty is a real money saver and is also key in increasing the perceived value of your home. Can you see the value in having that protection?*

**[C] Absolutely.** [Continue...]

*[A] What you see last here is our Certified Wise-Buy™ program. The Certified Wise-Buy™ is a complete differentiation package with the home warranty, home inspection, the staging and then the evaluation by a licensed appraiser.*

*By adding the value of a licensed appraiser who is most likely going to be just like the person who comes out on behalf of the bank to confirm the price of the home, we can confirm the absolute Best price for your home so we know exactly where to start. The right price means your home sells for more money and spends way less time on the market.*

*So tonight I am going to give you a price I think it is going to sell at and then through the Certified Wise-Buy1M program, we will have an appraiser come by, go ahead and give us an appraisal and confirm that price for us.*



*If that price is better than mine and it makes sense that we can get more money, then we'll go ahead and get more money.*

*Can you see how by taking advantage of all of these differentiation and preemptive negotiating strategies, we can go ahead and really position your home to stand out from the other homes on the market, erase a lot of the mistakes and the headaches that are coming down the pike and put you in a really good position to get the most amount of money for your home, to the point where we can get you as much as 3-5% more money?*

**[C] I sure can.** [Continue...]

[A] *It's pretty amazing, isn't it?*

#### Law #2 :: Short Script

[A] *Can I ask you a silly question: When you get an offer on your home, do you want a high offer or a low offer? I figured a high offer is what you would say, but I never assume anything.*

*In Law 2, we discuss the importance of differentiation and how differences that drive consumer preferences can help sell your home up to 18.6% more.*

*Mr. and Mrs. Seller, as you can see, there are four entries here in Law 2. Basically, these are the main elements of what we call our Certified Wise-Buy1M program. Certified Wise- Buy™ program is a combination of what we call preemptive negotiation and differentiation marketing strategies that give you the upper hand in getting the most amount of money for your home when dealing with a buyer.*

*The W is the home warranty. A home warranty protects sixteen if the major systems within your home. You get coverage while your home is on the market and once your home sells, the buyer will pay for it and will transfer to them for a year. They have it for a full year of protection, which makes it very likely that they won seek you out after the sale to hit you up for more money. A home warranty can help get you about 2.2% more for your home and it also helps your home sell faster. Plus, it gives you the peace of mind that the buyer is not going to come back and bust your chops later.*

*The I is the home inspection. We will have a professional home inspector come in and give you a discount on price of a home inspection. We are going to see if there are any surprises that need to be dealt with. If you find out about big issues ahead of time, you can fix them and can save yourself as much as 2-4% of the value of your home on repair costs, plus it gives the buyer peace of mind that they are buying a home that has a clean bill of health. You can appreciate how that can put them in a good frame of mind when buying their home, right?*

**[C] Correct.** [Continue...]

[A] *The S is for staging. You want to put your best foot forward in any marketplace. Staging is proven to get you up to 6-10% more money for your home alone and decreases market time by 50%...simply by increasing perceived value.*

*So it really makes your home shine versus your competition.*



*Lastly, the E is for an evaluation. You know we are going to talk about a price for your home tonight. In addition to that, we are going to go ahead and have a professional appraiser come in, give us a true value on the home and make sure that we peg the price properly so that we get you the most amount of money for your home and we also limit the number of days that your home is on the market, so you can walk away with the most amount of money in the shortest period of time.*

*Effectively, this Certified Wise-Buy™ program is there to make your home stand out versus your completion in every way possible so that it can help you get up to 3.5% more money for your home.*

*Can you see how it can be helpful in doing that?*

**[C] Yes I can.** [Continue to Law #3...]

### **Law #3 ::The Law of Exposure**

#### *Law #3 :: Long Script*

*[A] So once we prepare your home for sale-once we do all the things we need to do to make it different; to give it the differentiation that it needs to stand out -we have to make sure that people can find it.*

*And that falls under Law 3, the Law of Exposure.*

*Would agree with me that you could have the prettiest house in the neighborhood, but if nobody can find your home on line or if they don't know about it, nobody is likely going to see it or buy it.*

*You'd agree with me on that, correct?*

**[C] Yes.** [Continue...]

*[A] Let me ask you a question; did the other agents that you spoke with or any of the agents that you are speaking with tell you what their marketing budget was? [Wait for response ...]*

*Did they spend any time on that and did they tell you how they allocated it? No?*

**[C] No.** [Continue...]

*[A] Do you think that if you are going to be a successful real estate business and you are going to market homes, that you should have a marketing budget and know how you're going to allocate it to get your clients the best results?*

**[C] I would think so.** [Continue...]

*[A] Well, we take that process very seriously and that's why it's the first entry here for Law 3, the Law of Exposure.*

*We are happy to take the commission on the back end on the sale of your home because that's the lifestyle we have chosen. At the same time, to get your home sold we have to make an investment.*

*From our end, we've got to make sound investments in marketing using the \$X,XXX budget we have for the purposes of getting our clients' homes marketed for sale. To that end, we don't waste any resources on untested marketing.*

*In fact, we don't even use a single marketing strategy for our sellers' homes that haven't been used before and proven to be successful. The good news for you is that the system you are getting access to tonight is proven and tested to get results.*

*There are 918 million websites available for visits by people. You could imagine that by not knowing what you need to know, you could really get lost when marketing somebody's home for sale on the internet. We've spent a lot of time identifying the high traffic sites and know that while they represent only a fraction of all the sites on the Internet, they are the main sites where most buyers go to look. We've also spent a considerable amount of money getting all of our sellers profiles on the best sites and then getting them to show up on the top of the list on all of the main search sites, making it easy for buyers to find your home.*

*For instance. Mr. and Mrs. Seller, you have got a house that's somewhere between \$.XXX,XXX and \$.XXX,XXX in value based on the discussions that we have had up to now. Our job is to make sure that when somebody looks for homes between \$.XXX,XXX and \$XXX,XXX in this market, your house is one of the ones that pops up at the top of their search. We give it the exposure that it needs to get more of those buyers through your home so we can get to the price you are looking for.*

*Now, a lot of people don't know this, Mr. and Mrs. Seller, but believe it or not, the first showing of your home is not when somebody walks in the front door of your home. It's actually when they see your house online, right? Most people don't even go to the house first. They want to see it first to see if they like it and online is where most homes are seen first.*

*Just like real life, you only get a chance to make one first impression, correct?*

**[C] Correct.** [Continue...]

*[A] I agree, and that's why we actually spend a lot of time and money to use professionally done photographs in all our marketing -both online and in any print marketing that we do - because we know that we have to put our best foot forward every time. This falls in line with the whole staging increased perceived value strategy we talked about in Law 2. We want to make sure that when somebody sees information your house that it pops, making them really want to set up a showing on your home.*

*Once your home is staged, we use a wide-angle camera lens so that we can get up to 25% more of each room in the picture to get people even more excited about your home. Then, we make sure that your home is easily visible on these 5 main sites here because those are the places where most buyers look*

*At the same time, we are going to use professional copywriting for the purposes of making sure the language that is used is such that it is going to attract people to want to come and look at your home once they've seen it online.*

*A couple more things with respect to marketing; your home, where it sits today, is a (first- time home buyer home, move-up home, second home, retirement home, vacation home) so we are going to focus our efforts on targeting these types of buyers. What that means is that we are not going to spend time and money just throwing it on the market and hoping somebody who wants to make an offer finds it.*

*In the end, we are concerned about two things reach and frequency: reach is the number of buyers that we can get your home in front of and frequency is how many times we can get someone to see your home. We're going to cast a large net to find a large number of buyers in your price range and then we are going to continually place information about your home in front of these same people on a regular basis so that they fall in love with your home and put an offer on it and buy it from you.*

*How do we know all his works? Well, we spend a lot of time with tracking and reporting. We have weekly and monthly market reports and we have a showing feedback system. We also have a structured communication plan between the different departments in our office to make sure we don't miss a beat and let important details about your home sale fall through the cracks.*

*At any point in time, we can tell you how many people have stopped by the website to take a look at your home, how many people saw your home and what the feedback was. As a result, we will know without a shadow of doubt why our marketing is working or why your home might not be selling. Does that make sense?*

**[C] Yes it does.** [Continue...]

*[A] So my question for you is this: can you see how having a proven marketing system and by only marketing your home in the right places and to the right buyers can get you up to 3 to 5% more for your home?*

**[C] I can.** [Continue...]

#### *Law #3 :: Short Script*

*[A] Mr. and Mrs. Seller, once we have made your home stand out and once we have differentiated your home properly, we have got to go ahead and get your home exposed to the largest number of people in the shortest period of time.*

*According to the Law of Exposure, what drives up the demand on your home is the ability to get the largest number of people to see your home. The more buyers that see it, the better chance you have a getting the price you want for your home.*

*We spend a lot of time testing our marketing strategies and we only allocate our marketing budget to those items that work successfully on a consistent basis. What this means is that we are not going to apply a marketing strategy to try to sell your home that doesn't work because it's a waste of our money and its a waste of your time.*

*We have identified the best places that people search online. Google is number one by far have also identified that about 90% of buyers use the internet to look for their home. In fact 87% of regular buyers and 94% of first time home buyers use the internet to look for their homes, so we make sure that we are on the top sites; trulia.com, Homes.com, realtor.com, Yahoo real estate to reach these home buyer*

*prospects where they are looking. We also make sure that we have mastered marketing on Google, so that if somebody looks for \$XXX,XXX home like yours, that they are going to see it at the top of the list, above the competitions' listings.*

*Additionally, we use professional photography and professional copywriting for the purposes of making your home stand out to the people who would be interested in it. We make sure that the first showing of your home, which is online, is amazing, also make sure that when somebody reads about your home, they are going to fall in love with it because of how we have described it.*

*From there, we are going to make sure that we target the right number of buyers and the right type of buyer with as much frequency as we can to get them excited about your home. So excited that they will want to get in their car and drive over here to see it. And, to make sure you know exactly what's going on with the sale of your home, we track all the results of all of our marketing and every showing so we can report to you on a weekly basis and monthly basis all the details you need to know while selling your home.*

*Along the way, I will let you know exactly what's working and what might not be working. That way, if we have to make an adjustment in the price, we can do it soon enough so you don't lose any market time or market value.*

## **Law #4 ::The Law of Cooperation**

### *Law #4 ::Long & Short Script*

[A] *Next, is Law 4, the Law of Cooperation.*

*As you've been able to see Mr. and Mrs. Seller, we do what everybody other agent does to get your home sold; we just do a lot more of it and we do it a lot better than they do in virtually every one of the 115 variables we manage to get your home sold.*

*There is one thing, however, we do that a lot of other agents don't do and that is that we have a strategy to cooperate better with other agents in the market place. And, that's where the Law of Cooperation comes into play.*

*What happens is a lot of real estate agents in the area are going to spend their time, energy and money marketing to find new buyers. What a lot of them forget is that almost three quarters of the buyers that buy a home at any given time in the market did so through another real estate agent. Knowing this, it makes sense that you would want to have some sort of strategy to target those other real estate agents so that they would bring their buyers to your home versus other homes in the marketplace, right?*

**[C] Right.** [Continue...]

[A] *We agree and that's why we spend our time and other resources attracting other agents to bring their buyers to our listings.*

*To capitalize on this opportunity, there are a couple of things that we do consistently. First, we make sure we offer our competitors an aggressive commission compared to other listings on the market. Now we*

*haven't really talked about commission yet and we will very shortly when we go over the price of your home. But you have to know when you are listing your home for sale that you want to have a very competitive commission available to the co-broke agents because these agents for the most part are going to be the ones that pick the house that their clients see. And you can rest assured that one of the criteria for the homes that they pick for their clients is the commission being offered with the sale of the home.*

*It makes sense, then, that in many cases if the agent is the one who is picking the home that their client is going to see, you would want to make sure there was a good enough incentive for that agent to go ahead and want to sell your home instead of similar homes in the marketplace, correct? Right. We agree and that's why when it comes time down to commission, we will talk about it make sure we operate properly by offering a nice, competitive commission for the cooperating agent.*

*We also give incentives to buyers too.*

*When it's appropriate, we can offer to pay the buyer's closing costs for them. We can also offer interest rate buy downs, increased flexibility on closing dates and other concessions along the way as necessary.*

*Can you see how by cooperating properly with other agents in the marketplace and lead to you getting up to 3 to 5% more money?*

**[C] I can.** [Continue to Law #5...]

## **Law #5 ::The Law of Buyer Acquisition**

### *Law #5 :: Long Script*

*[A] As I said earlier, Laws 2, 3, 4 and 5 were about driving the demand up any our home and getting more buyers through it to get your home sold at a the best possible price. Law 5, the Law of Buyer Acquisition, is the last element of getting more buyers to and through your home.*

*As with the other aspects of our business, we've spent a lot of time, money and energy on finding the best technology and strategies in the marketplace to make sure that buyer responses are handled quickly.*

*Let me ask you a question, Mr. and Mrs. Seller, do you know the average response time of a real estate agent in on a request for information about a home?*

**[C] I do not.** [Continue...]

*[A] It's- about 16 hours. Would you continue doing business with anybody if it takes them 16 hours to get back to you on your request? Would you go to a restaurant and wait 16 hours for dinner? Would you wait 16 hours for somebody to change your oil on your car?*

**[C] No way.** [Continue...]

*[A] You wouldn't and neither would I.*

*What we have learned through experience and research is the shorter the response time to a buyer :S-request, the better chance you have of doing business with them. In fact, you're 21 times more likely to do business with prospects if you respond to their inquiries in 16 minutes or less. Our minimum requirement is a 5-minute lead response time, which gives us a 106 times higher connect rate.*

*If I get in touch with a larger number of buyers in a shorter period of time, it stands to reason that I am going to be able to get more buyers to your home because I connect with more of them, right?*

**[C] Yes.** [Continue...]

**[A] Absolutely.**

*We also have the ability to be available for people 16 hour a day, 7days a week, to handle their requests. Because of this level of availability more buyers come to us and stay with us because they can get the information that they want fast and easy, without having to go somewhere else.*

*We also have a specially trained sales team at our office. We have weekly team meetings, weekly sales training and a stable of highly trained experts in our office who are committed to offering the absolute best sales and service in the real estate industry for our area. Also, we have a zero tolerance policy with people who don't know their job because in the end, it harms you, our client.*

*In the end, the worst thing that any agent could do for you is to advertise, get leads and not respond to those leads and let your home sit there on the market as other home around you are getting sold. You lose market value when your home is on the market too long and that is just not something we can accept at our office.*

*We have additional lead follow up systems in the form of automated follow systems when somebody requests information about a home. There is a professionally written e-mail campaign we have that goes out to stay in touch with everyone who reaches out to us. The program and process keeps us top of mind in their minds so that when they are ready to buy a home they work with us to buy a home -and get to see your home before the others in the marketplace.*

*We also have a strong buyer loyalty program.*

*Right now we are working with about XXX buyers who are currently looking for a home. A percentage of those buyers are looking in your price range and your area. Many of them sign what we call a buyer loyalty agreement, which means they are our clients and nobody else s. They are pre-approved, have money to put down and are motivated to buy a home in the next 30 to 60 days. At this point, they just need to find the right home.*

*The program allows us to bring you a larger number of solid offers from qualified buyers who are pre-approved, pre-qualified, ready, willing and able buyers to buy your home for the most amount of money.*

*You'd like to have those kind of buyers coming by your home regularly, right?*

**[C] Of course.** [Continue...]

[A] *The last thing here in Law 5 is about coming soon listing program. As you can imagine it is going to take a few days to get the pre-inspection done, fix anything that was discovered, get the home staged, bring in the appraiser, etc. before we let buyers into your home. Right?*

**[C] Right.** [Continue...]

[A] *So, to capitalize on this time properly, we are going to put a sign rider on the sign in your lawn that "Coming Soon". This sign lets people know that your home is coming available for sale. As you know, people always want what they can have and this program makes your home look exclusive and like something they will want to wait for to get access to.*

*The "Coming Soon" listing program creates a ground swell of excitement and it's kind of a buyers in waiting program for people who are ready and waiting to get access to your home. It s a great way to get folks interested in your home and ready to see it while your home is being prepped for sale.*

*Can you see by having a system for attracting loyal. qualified buyers could be selling your home for up to 3 to 5% more money?*

**[C] I can.** [Continue to Law #6...]

#### *Law #5 :: Short Script*

[A] *Our goal, like I said earlier, is to bring more buyers to your home than any other agent in the area. We have systems that we put in place for this and as you can see, there are 5 different elements here that go into the system here in Law 5, the Law of Buyer Acquisition. The first one is an immediate response system.*

*Basically, it takes us about 5 minutes on average to respond to a lead. Because we respond to leads faster than other agents, more people choose to do business with us than they do with other agents. Buyers today want to get the information that they want and they want it fast.*

*We have a professionally trained sales team that is continually trained, monitored and supported so they can do the best job handling the leads that have come in. And they handle the leads as quickly as possible in a highly professional manner so we can bring extremely qualified buyers your way.*

*This strategy is supported by automated lead follow up systems that are handled by the cutting edge technology that we have. These automated systems send out a variety of emails from our office to keep our buyers excited and vested in the buying process until they are ready to buy.*

*To help you capitalize on this strategy, one of the first things that we are going to do once we take your listing is that we are going to send it to all the buyers whose requirements meet your home and see if we can get your home sold in the next couple of days.*

*How great would that be? I'm not promising that it will happen, but its a reality for you with all the buyers we currently have in our stable looking for a great home like yours.*



*We also have a buyer loyalty program where we stay in touch with a select group of highly- qualified buyers who are pre-approved, have signed a buyer loyalty agreement with us and are ready to buy. It is our goal to bring the most highly qualified buyers through your home to get you the best results and sell your home in the shortest period possible. Our buyer- loyalty program is one such way that we do that.*

*Mr. and Mrs. Seller, when you are ready, we are going to go ahead and prepare your home for sale over the next few days to get it sold. I am going to put a "Coming Soon" listing rider in front of your house on a sign and that gives your house that aura of exclusivity so that buyers will want to wait for your home to hit the market so they can get first crack at seeing it and making an offer.*

*Can you see how having this system of acting quickly and properly acquiring buyers can get you up to 3 to 5% more money for your home?*

**[C] I can.** [Continue to Law #6...]

## **Law #6 ::The Law of Negotiation**

### *Law #6 :: Long Script*

*[A] Once we find a buyer for your home, our job is not done. Still have to make sure that we take very good care of you and continue to get you the best deal all the way through until you go to closing. That's where Law 6, the Law of Negotiation comes into play.*

*Unfortunately, in today's marketplace, there are agents who need your home to sell worse than you do and as a result, they will do a very bad job negotiating on your behalf because they are emotionally attached to the outcome of your sale. In some cases, they will go ahead and do what they have to do in order to get your home sold, which means that you lose thousands of dollars in the process.*

*Am I correct in assuming you don't want to work with somebody who would give up thousands of dollars of your money just so that they can get a paycheck? Is that correct?*

**[C] Correct.** [Continue...]

*[A] In Law 2, we talked about preemptive negotiation strategies with respect to the home inspection and some of the other items of the Law of Differentiation. In Law 6, we use our pre-emptive negotiation strategy to put you in the driver's seat again to help you walk away with the most amount of money from the sale of your home.*

*Most sellers don't know this, but a significant amount of your negotiation power is gone as soon as you get your first offer. Do you know why?*

**[C] No idea.** [Continue...]

*[A] Even though you are starting with a listing price of \$X, as soon as you get an offer, you are now negotiating off that offer price, rather than the price that you have listed. And as you know in negotiations, it's much harder to negotiate up than it is to negotiate down. Right?*



*We know this, too, so that's why we do all these things ahead of time to pre-empt situations like this so that we can negotiate from the front position and the best price on your home, so that you don't have to come down one penny at all if we don't have to.*

*Initially, I am a highly trained negotiation expert. I spend time every week working with other agents around the country working on my negotiation skills. In addition to that, my team sells X number of deals per year. The combination of the ongoing negotiation work that I do with the people I know around the country and from transactions that I am involved in here, I am positive I am going to be able to negotiate a better price for you than any other agent in the area.*

*Here's the best news, I want your home to sell, but I don't need your home to sell. My next meal is not dependent on whether or not your home sells. And, because I am able to remove emotion from the process, I am able to get you a better price for your home because I am going to work as hard as I can for you without letting my needs get in the way of your needs.*

*1Wo main strategies that we employ here for negotiation are the straight- line negotiation method and a peace-treaty mindset. In a straight-line negotiation we focus strictly on your bottom line. Our main goal is to make sure that you 1) get the most amount of money that you can for your home and 2) you can walk away if you have to. The better job we do at this, the better results you get in the end.*

*Under a peace-treaty mindset, we still focus on your bottom line, but we also seek to create a win-win scenario, where everybody feels like they have won and that they are getting good results from the negotiation. My goal is to work with the other agent in a conciliatory manner so we get the best results for both parties.*

*You will never find me negotiating with somebody in a situation where it's antagonistic or where we are looking to point fingers at each other, because once people start getting mad at negotiation, nobody wins and nobody gets the results they are looking for.*

*Lastly, there's a program we use called a reverse offer strategy.*

*Here's how it works:*

*In some cases, Mr. and Mrs. Seller, buyers may come to see your house once or twice but not make an offer. To get the process of securing an offer on your home when this happens, we employ a reverse offer strategy. The reverse offer lets us go back out to buyers who may be on the fence about your home and let you make an offer to them, with terms, conditions and prices that are acceptable to you, but could likely be acceptable to them. It's a way to get the conversation going to see if we can't get them to step up and work on that offer with us.*

*Rather than just waiting for some other agent to sell your home, we are going to roll up our sleeves and really work hard to work with other agents and buyers to see if we can't get your home sold sooner rather than later. With the reverse offer available to us, we have more options available to get your home sold. And, you can imagine how excited buyers are when a seller reaches out to them with a legitimate offer to sell their home.*

*Can you see how having this negotiation strategy and having a strong negotiator - somebody who knows how to navigate a real estate transaction, could help you sell your home for up to 3 to 5% more money?*

**[C] I can.** [Continue to Law #7...]

*Law #6 :: Short Script*

*[A] Law 6 is the Law of Negotiation. Mr. and Mrs. Seller, you need a tremendous amount of strength in your negotiation strategy if you want to walk away with the most amount of money.*

*You may or may not know this, but as soon as an offer comes in on your home, we are not working from your sales price anymore, we are working from the price that the buyer offered. And, since we are now working from that offer we've got to do an amazing job because it's harder to is to negotiate a price up, versus negotiating it down, correct?*

**[C] Correct.** [Continue...]

*[A] We know this all too well and that's why we've spent time becoming highly trained negotiation experts. I've spent a tremendous amount of time going to classes and working with other agents around the country, as well as making sure that I take advantage of lots of negotiation opportunities from my sales here, to make sure that I am well armed for any situation that could down the pike.*

*I am confident that we are going to position your property properly to go ahead and get a large number of views and a couple of offers along the way. My number one goal, besides your satisfaction, is to make sure you get the most amount of money when you walk away. Both the straight-line negotiation method and the peace treaty mindset will let me do that. In both cases, we work with the other agents to create a win-win scenario for you the buyer. We want that other agent on our side so that we can get you the best deal and still have their buyer feel that they got a good deal at the same time.*

*In some cases, Mr. and Mrs. Seller, buyers may come to see your house once or twice but not make an offer. To get the process of securing an offer on your home when this happens, we employ a reverse offer strategy. The reverse offer lets us go back out to buyers who may be on the fence about your home and let you make an offer to them, with terms, conditions and prices that are acceptable to you, but could likely be acceptable to them. It's a way to get the conversation going to see if we can't get them to step up and work on that offer with us.*

*Rather than just waiting for some other agent to sell your home, we are going to roll up our sleeves and really work hard to work with other agents and buyers to see if we can't get your home sold sooner rather than later. With the reverse offer available to us, we have more options available to get your home sold. And, you can imagine how excited buyers are when a seller reaches out to them with a legitimate offer to sell their home.*

*Can you see how having this negotiation strategy and having a strong negotiator - somebody who knows how to navigate a real estate transaction, could help you sell your home for up to 3 to 5% more money?*

**[C] I can.** [Continue to Law #7...]

**Law #7 ::The Law of Execution**

*Law #7 ::Long & Short Script*

*[A] Mr. and Mrs. Seller, everything we've discussed so far seems all well and good and for the most part, sounds good so far, doesn't it? It does, okay great.*

*We are very proud of our Home Selling System and we feel really strongly that this is the best way for you to get your home sold and still get the most amount of money in the end. But none of this makes any sense unless we do the job we say we are going to do from day one until your closing ...and that's where the Law 7, the Law of Execution comes into play.*

*The real estate industry is one of the only industries that has failed to employ systems that provide a positive, repeatable consumer experience until now. Where a lot of agents tend to over promise and under deliver in executing the entire home sale process, we just don't stand for that in our organization. That's why we put together a four-team approach to making sure every aspect of getting your home sold is handled properly and professionally from the minute you say yes to us until the day that we shake your hand and give me the keys to your home.*

*I spent time with our market research team earlier before I came here to meet with you. You talked to our internet sales consultant when you set this time for us to get together. I work with these people in our office to make sure that we do our due diligence when it comes down to recommending a price on your home. It's not just a number we pulled out of the clear blue sky, but rather the result of a significant amount of research, understanding and knowledge of the marketplace. Our market research team is here to make sure that we help you pick the best possible price, so that when we put your home on the market, you can walk away with the most amount of money in the shortest period of time.*

*Once we take your listing, we are going to take all of your information and our pre-listing team is going to go into action. We talked about the stager, the home inspection team, and the home improvement team earlier. If necessary, you can also rely on our home cleaning team if you need one and take advantage of our storage facilities and our moving truck*

*These team experts are here to makes sure that your home is in tip-top shape as soon as it possibly needs to be. If you need to pay for some of these services, we can get you a really good price on them because they are on our team and because we send them so much money, they tend not to charge the premium price to our clients. So any need you have to get your home ready for sale will be handled by our pre-listing team.*

*In addition to that, our marketing team is waiting at the office for me to get back so we can put our marketing plan into action. Like I said before, our program is a proven, repeatable system. These people are specialists, they know what they are doing, they do it every day and they are great at it. have a full-time listing coordinator who handles the listing of your home. As part of the team, we also have a full-time marketing coordinator that will get your home marketed and take care of all the areas of exposure that we talked about in Law 3.*

*Also, we have a person who takes professional photographs, a signing courier who will put the sign up on your front lawn and other members of the team that do everything as quickly as possible to your home on the market immediately.*

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*There is a lead coordinator to make sure that all the leads that come in the door are handed off to my buyer specialists ASAP so they can call them back almost immediately. Then there is somebody in the office to make sure that all these people do their job.*

*Once your home goes under agreement, we have a closing team including a closing coordinator who will dot all the 'I's and cross all the 'T's with respect to your closing, to make sure that you get every penny that is due to you at closing. Our goal is to not have you lift a finger to make the sale go through at all.*

*As I discussed in Law 6, we have people who are certified negotiation experts on staff and they are trained to handle any of the issues that may arise during your home sale including home inspection, home appraisal and other issues like that.*

*Should you need a mortgage for the next home you buy, we have a mortgage expert on staff.*

*We also have a title and closing expert and a legal expert who work directly with all these team members to make sure that you are well cared for and that your needs are met, specifically through the entire closing process.*

*In all, these four teams work together like an assembly line operation of highly qualified and highly caring people, who work together with each other to make sure that you are well cared for every step of the way.*

*Can you see how having a proven repeatable system like this, executed by highly trained professionals could even help you sell your home for up to 3 to 5% more money?*

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# Pricing the Home

Discussing the price of the home with a potential seller can be a difficult conversation, but remember, in the absence of value, price is questioned. Below are strategies to help you conquer the tough conversation when it comes to price.

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## Show Comparable Sales

Sellers don't need any help with increasing the price of their home. It's important to get them to focus on the reality of their situation and get their permission to tell them the truth about where they stand when it comes to pricing. Giving the wrong price to get the listing is a mistake an Average Frustrated Agent makes and keeps you from doing a good job and the seller from selling their home.

*[A] Mr. and Mrs. Seller, in the world of selling homes there are 2 lands -the land of reality and then there is the La La land. The land of reality is where I tell you what you need to hear and not what you want to hear to get your home sold. La La Land is where I tell you what you want to hear and we agree on a price where your home is likely not to sell. If it is :S- okay with you, I'd like your permission to stay in the world of reality and give you the information you need to hear to get the best possible results on the sale of your home. Is that okay?*

Once you get their agreement, pull out a piece of paper and create a grid. Down the left hand side write -price, bedrooms, bathrooms, amenities, square footage, price per square foot. Across the top, list the addresses of the properties you will be comparing. Start with the comparable that is completely as far from being close to their home as possible while still being in the ballpark for comparison purposes. Then list the next closest one and so on until you end with the one that represents the best price and match for their home.

Your goal is to end up comparing their home to the listing you think matches best so as to establish a strong argument for the price you are recommending.

After you list out the comparables, select the price that you think best represents the price of the home. From there, go to your net sheet and do the math so you can show them the bottom line dollar amount. You do this because you want them to focus on what they're walking away with. You get them to focus on the bottom line dollar amount.

Once you get to the bottom line dollar amount and they agree with it, get them to initial and date the price and net dollar amount. It will be some good ammunition if they get amnesia and say they don't remember going over the pricing with you.

If you did a good job on the market trends report information, establishing rapport and proving yourself to be an expert, the pricing discussion should go well. If they fight with you on price, you need to help them understand that if they price their home too high, it will likely not sell and then if their home doesn't sell, they need to have a plan B.

You should also ask them if they have a plan B if their home does not sell because it's overpriced. Also, they need to know (and see) that the longer a home stays on the market the quicker it drops in value. If it sits on the market for 6 months they could lose as much as 11% of the value of their home. Do they really want to do that? Not only will they lose 11% of the value of their home they will also be out 6 mortgage payments which can be anywhere from another \$6,000 to \$15,000 in addition to that.

A review of the downward pressure of time on market on housing prices can be found in any Annual Report on Buyers and Sellers published by the National Association of Realtors®.

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## Pricing Net Sheet

Be sure to complete this net sheet with every entry filled or marked N/A for Not Applicable. Remember, you want them to focus on the bottom line, net proceeds and not the amount of the commission and transaction-processing fee.

### Guideline to Market Value

\$	Average Selling Value
\$	Mortgage Payoff
\$	Brokerage Fee
\$	Transaction Fee
\$	Tax Proration
\$	Repairs
\$	Prepayment Penalty
\$	Inspections
\$	Closing Fees (deed, recording fees)
\$	FHA/VA Points
\$	Miscellaneous
\$	Tax Stamps

\$

**NET PROCEEDS** (approximate)

**NOTE:** Does not include loan discount, points, or escrow adjustment for taxes and insurance. While the above figures are obtained from reliable sources, and our past experience, they are ESTIMATES-- NOT GUARANTEED. The above items are subject to verification prior to closing date.

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## Commission Breakdown

Your goal for establishing commission on your net sheet is to end up showing that the Platinum pricing option is the most advantageous and valuable to your sellers in order to help them achieve their goals.

*[A] Mr. and Mrs. Seller, my goal tonight was to show you how we drive demand up on your home better than any other agent in the marketplace to get you the best price for your home. I believe that our systems, programs and services represent a great value for what we offer. The fee that I quoted you is inclusive of everything that's included in the Platinum-pricing program here.*

Review the options in the Platinum pricing program and move on to the paperwork. If they object to the commission, go to the objection handling section of this binder.

# Listing Paperwork

Once you get to the listing paperwork, your job is almost done. Remember, you must agree on 1) the fact they you are the best agent for the job and 2) the price and commission that you've outlined on the net sheet. As long as you've gotten that squared away, you are good to go with the paperwork. It's best to fill out the paperwork from the easiest to the hardest in order to get some signing momentum going for the process.

Here are some recommendations on how you would handle the paperwork.

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## Sellers Representative Agreement

The best way to get the sellers started is to hand them the Seller's Representation Agreement or Seller's Statement of Representation. You never fill out this document because you don't want to be liable for writing something down incorrectly and have the mistake come back to bite everyone in the butt down the road.

*[A] Mr. and Mrs. Seller, this document lets you tell all prospective buyers what you know to be true and accurate about your home. Please complete it honestly and in detail. If you don't know the answer, write "Don't know". If a section does not apply to your home, write "NIA."*

Getting them to fill this out is a form of a tacit agreement that they are willing to move forward in the listing process.

## Disclosure Agency Agreement

Cover the disclosure of agency relationships next. It's going to vary by State because every State has a different disclosure and so the language there will be based on what your State requires. The State of Texas is different than the State of New Hampshire, which is different from the State of Arkansas. No matter what, you'll want to get this agreement done next. It's non-threatening and it helps the sellers understand what the different relationships and that they are hiring you as a listing agent.

*[A] Mr. and Mrs. Seller, this is a Disclosure of Agency Relationships. The State of [insert state name here] requires me to have you complete this as part of our relationship. As you can see here, it talks about Listing Agency, which is what we're entering into tonight. It's my job to get you the best price, terms and conditions on the sale of your home and protect your confidential interests along the way.*



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*You can see that Buyer Agency is next and it's likely that the person who buys your home will have his / her own agent to provide the same services and protection to them that I'm providing to you. That person will be a buyer agent.*

*If your state offers dual agency, explain how that works. If not, get the document signed and move on to the next document.*

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## Listing Details Paperwork

Each listing agreement is different for each State. Some listing agreements are one page and some are 10 pages, so you'll have to go through your listing agreement in detail based upon what your state required. The commission and transaction fee should have already been discussed during the net sheet process, so it shouldn't be hard to go ahead and put those numbers there and get them to sign it. Again, you need to go through your listing agreement the way they would normally based upon your state.

**TIP:** Make sure that your listing agreement as the commission and transaction processing fee pre- printed in the document. This way, it looks professional, like it was meant to be there and that the numbers you're quoting weren't thought up on your way to the appointment.

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## Home Warranty

Then comes the Home Warranty. You have them fill out the home warranty themselves and be sure to check what they enter. They get free coverage until the home sells and then it would pass onto the buyer for the rest of the time after closing when purchased. The only one-off there is if they want their air conditioning and duct work covered it would be \$75 and most companies charge \$75 for that to be covered.

*[A] Here's the home warranty we discussed earlier. If You would fill this out for me please, we can submit it to the warranty company tomorrow as we process your listing. Here are the XX systems and utilities covered by the warranty. Also, if you want your air conditioning and duct work covered, it will be \$75 upfront, but that would be well worth the coverage if you have something break or die before closing. I recommend that you do it, but it's up to you.*

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# Setting Expectations

You need to manage the seller's expectations to ensure they know what's coming down the pike. Shaking their hands and walking out the door without doing this can be detrimental to the long-term well being of your listing...especially if something happens to shake their confidence in you. Excellence is in the details and setting expectations is one of the most important set of details you can cover.

You'll want to tell the sellers:

- When the sign is going to be put in the ground
- When pictures are going to be taken
- When lock box is going to be put on the door
- When advertising and marketing is going to hit the ground
- Where the advertising and marketing is going to be
- Who to contact regarding their listing and what the contact number is if they have any questions about what's happening with their listing
- When are property flyers going to show up
- Who the key team member is that handles listings, then who the team member is and what they do and how that team member handles it
- How long it's going to take for the entire listing process to happen
- When the stager, home inspector and appraiser will be coming over to get the Certified Wise-Buy™ process rolling
- When be on the lookout for automated updates on the MLS on properties to be delivered to them showing what has expired, gone pending, and come on the market since their home was listed
- What sort and the frequency of communication -in addition to showing feedback -that will be coming from your office updating them on their listing
- Who the main players are at your office and how the listing will transition from the listing department to the closing department when the property goes under agreement

Feel free to cover anything else you may want to discuss at this time regarding your listing process that isn't covered here.

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You'll also want to set the sellers' expectations regarding pricing going forward:

*[A] We're going to have a pricing discussion regarding your home every 30 days. The goal of the discussion is not to reduce the price of your home every 30 days, but just to talk about what's happening with the price of your home versus what's happening in the market. You're going to get a document from my team called The Property Market Research report. We're going to review this document every 30 days and talk about what's happening in the market since the last 30 days we spoke to see what, if anything has changed, and to make sure you're not surprised by anything coming down the pike. When we talk, if we have to reduce the price of the home we will reduce it and if we don't then We'll leave it alone. Is that fair?*

Be sure that they know they can always call you if they need you, but that your team is set up to give them significant amounts of attention and support in addition to what you're doing each day -which is marketing to find buyers for their home.