

CONVERSATIONS FOR SUCCESS
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what would you say?

with COACH JULIE DOWNEY

EVERY TUESDAY 8:30 AM - 9:00 AM

I LOVE COACHING CO.
Canva

***WWYS Script Book
2024***

If you're opening this book, congratulations! I take that as a sign that you're at the point in your career where you're ready to be better! You're ready to be more efficient, productive, and most of all, do all that from a genuine place of giving of yourself and sharing with others as only you can do.

So then **why scripts**? Because you must be you, and you have to listen, cover everything, ask the right questions, present the information, and on and on and on. Scripts become the muscle memory you need to be able to do all the above, every time, at the highest level possible.

And, **why these scripts**? Because maybe these fit you better. These are scripts that I personally have used on calls, in conversations, and I know they work. Remember, the growth is in the practice - with others, with clients, with habits, and with lots of conversations. Enjoy the process.

JULIE DOWNEY, I Love Coaching

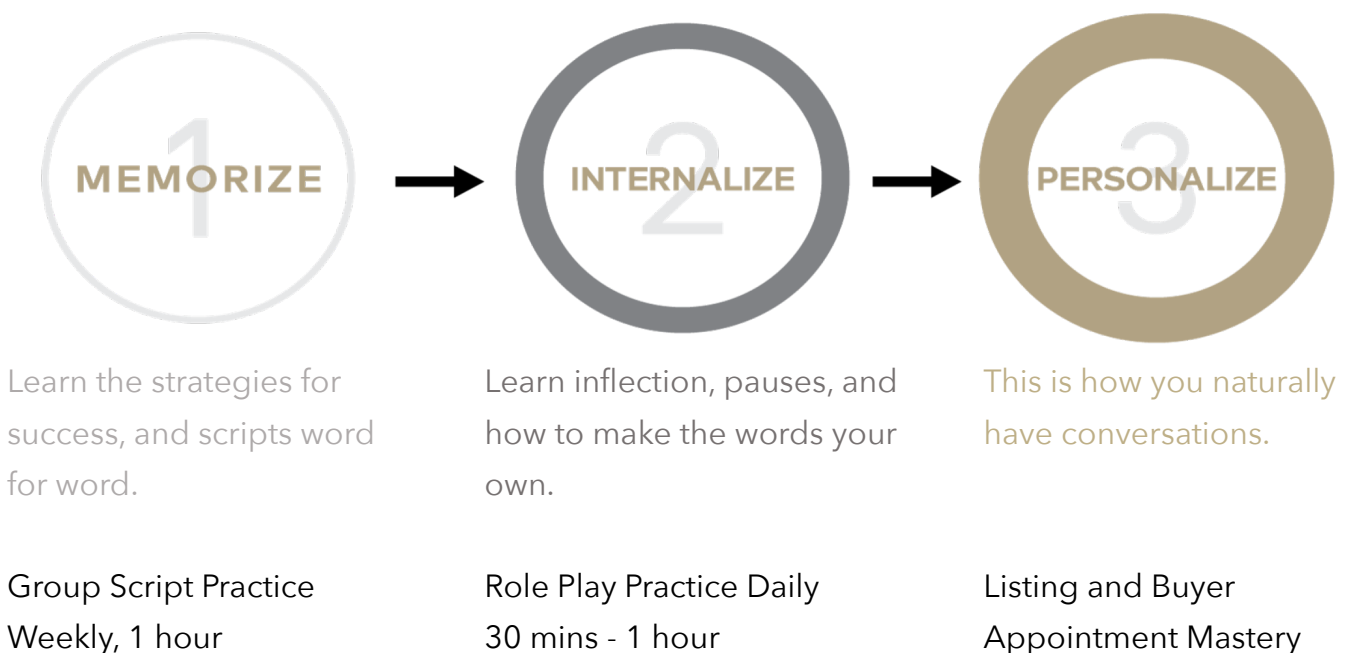


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RULES OF THE ROAD

Here's how to get the most out of your scripting and role play practice time. I recommend you role play at least 3 days a week for 30 minutes, and script practice 15 minutes daily until they become your own words.



ROLE PLAY with a partner

- START ON TIME, END ON TIME
 - Its okay to interrupt your flow in order to end on time, remember conversations are waiting
- NO CHIT CHAT
 - Jump right into role play
- SAY NO 3 TIMES
 - Always accept the appointment on the 4th time they ask, unless they've totally got you and you can't object anymore
- SHARE WHAT WENT WELL
 - And what could be improved
- SWITCH ROLES
- 30 MINUTES DAILY
 - Same time each day



SCRIPT PRACTICE on your own

15 minutes each day you should go through your scripts before making calls. Have script book ready and open on your desk. When you practice, remember to:

- STAND UP
- READ THROUGH NEW SCRIPTS 5 TIMES FAST

- PRACTICE TO INTERNALIZATION
- DON'T REMOVE KEY STATEMENTS



CREATE THE PERFECT SPACE TO MAKE CALLS:

- Stand Up Desk
- Scripts ready and available
- Head set
- Phone numbers ready to go
- Voicemail, cell phone, email - ALL SILENCED
- Mirror to watch your facial expressions

KEY STRATEGIES

COMMON STRATEGIES YOU'LL WANT TO LEARN FIRST.
USE THEM IN EVERY CONVERSATION YOU HAVE FROM
HERE ON OUT.

3 QUESTIONS DEEP

To get to the true motivation to any customer's answers, you must dig deeper on whatever you're being told. Only after at least 3 questions will you start to uncover what they're really trying to tell you or are concerned about.



ASK QUESTIONS...ALWAYS GO 3-5 QUESTIONS DEEPER... RECONFIRM & CLOSE

WHAT ARE YOUR TOP 2 GOALS FOR OUR MEETING?

To find out what our home is worth and...

1. Perfect, we can absolutely do that! Just curious, what is the most important part of knowing what your home is worth?

Well, we'd like to make as much money as possible from our sale

2. And what number defines "as much money as possible" to you?

If we could make \$25,000 since we purchased it, that would be a lot

3. Great, that is a lot! Is that after selling expenses are paid?

Yes

CLOSE: So, just so I'm clear, if we can't put \$25,000 in your pockets after you've paid your expenses, do you still want to sell your home? What are your options if not?

WHAT IS THE MOST IMPORTANT THING YOU'RE LOOKING FOR IN THE REALTOR WHO SELLS YOUR HOME?

Open communication

1. Fantastic, that's super important to me as well, what does open communication look like to you?

We'd like to know what everyone is thinking about our house when they see it

2. Do you mean after showings?

Yes

3. Great, and what are you hoping to learn from that information?

If everyone thinks our price is ok

4. And if buyer's don't think the price you want is ok, what would the options be to get you to <motivation>?

We really don't want to have to sell for less than \$____, so maybe we would rent it out.

CLOSE: So when I come out, we can make sure to talk openly about all of your options, and I can help you make the best educated decision possible to get you to <motivation>

WHAT IS THE MOST IMPORTANT THING YOU'RE LOOKING FOR IN THE REALTOR WHO SELLS YOUR HOME?

The person who has the lowest commission

1. And why is paying a low commission important to you?

So, we can make as much money as possible.

2. I totally get that, and of course that's my goal as well. For you, what number would feel like you've made as much money as possible?

If we were to make \$25,000 that would feel like a lot.

3. And is that after your expenses to sell are paid?

Yes, if possible

CLOSE: Great, so if I can put \$25,000 in your pocket, would you care what percentage I'm making? And if the market doesn't support that, does that mean you'll choose another agent who will be less qualified to sell your home?

WHY ARE YOU SELLING YOUR HOME?

To get closer to family

1. Great, where is your family currently located?

Texas, where we're moving

2. Oh, Texas, how fun! Who in your family is in Texas?

My parents and in-laws

3. What is your ideal date to be in Texas?

We'd like to be there by the end of May.

4. End of May, and why is that timeframe important to you?

Because our daughter graduates in May and we want her to finish senior year.

CLOSE: If we found an offer that was perfect, but it would mean moving before May, is that a possibility?

CLIENT: I'M CALLING TO SEE WHAT MY HOME IS WORTH

1. Fantastic, so when are you available for me to walk through in order to do that?

Well I was hoping you could do that over the phone.

2. Well, I do have the data for homes that have sold around you, however I'm sure you can imagine that there's a lot more that goes into a home's value. What do you think your home is worth?

I'm happy to give you a list of upgrades we've made to the home, it's in great condition.

3. I'm sure it is, let me ask you, what's the one thing you've done that would make the biggest impact on the value of your home?

To sell

CLOSE: OK, great, that's exactly why it's important that we meet, because selling isn't only value, but also timing the market correctly to get you the highest dollar possible, is getting the most money important to you?

BREAKDOWN OF A CONVERSATION

What are the main points of a conversation?

1. Who you are
2. Why you're calling
3. Uncover motivation
4. Set appointment
5. What's next

1 WHO YOU ARE

Hi this is <name> from <brokerage>... thanks for taking my call today.

2 WHY YOU'RE CALLING

I'm calling you because...

GO TO: I'm just curious, when you have a... real estate question...who do you reach out too? Who's programmed into your phone?

I'd like to earn the opportunity to be that person for you. What real estate plans do you have for this year?

WEB LEAD: You reached out on our website... And I'm curious...what has you thinking about moving?

BUYERS IN THE NEIGHBORHOOD: I know I'm calling you out of the blue, thank so much for taking my call today. I'm calling because we have a buyer who would love to live in your neighborhood, <close to downtown, big yard> So I was curious who do you know that's thinking about making a move so that I can help my buyer?

FLOOR/SIGN CALL: You reached out about 123 main street.... And I'm curious ... what has you thinking about moving?

NEW EXPIRED: I saw you had a house that recently came off the market, and I'm curious... what has you thinking about moving?

OLD EXPIRED: I saw your house was on the market 6 months ago, and I'm curious... what had you thinking about moving then?

OPEN HOUSE: You were at one of our open houses yesterday, and I'm curious... what has you thinking about moving?

3 QUESTIONS TO UNCOVER MOTIVATION

1. And what would _____ do for you?
2. How will that impact you?
3. What happens if you don't get to _____?
4. What about this situation keeps you up at night?
5. What would an ideal situation look like for you?

4 SET APPOINTMENTS AND NEXT STEPS

1. Let's set a quick 30-minute appointment so I can show you how I get that done for my sellers, are you available tomorrow after 2? In the next 48 hours
2. I've really enjoyed chatting with you...how about we do this... schedule an appointment
3. That's exactly why we should meet...
4. Have we gone over enough that a meeting would be our next step?

5. We've sold X homes like yours in the last few months, let's set a quick 30-minute appointment so I can find out exactly what your goals are for the sale of your home, and what we did to get those homes sold.
6. Sounds like I can save you time and make you thousands more dollars, let's talk through how I can do that. Are you available... in the next 48 hours?

WHAT TO SAY

ALL THE SCRIPTS YOU WILL NEED TO HAVE ANY
REAL ESTATE CONVERSATION.

CALLS TO YOUR SPHERE - ALL YEAR SCHEDULE

THE GOAL OF YOUR SPHERE IS TO CREATE A LIST OF PEOPLE WHO YOU NOT ONLY LOVE TO CALL, BUT THEY LOVE TO HEAR FROM YOU. THIS HAPPENS BY FOLLOWING THE STEPS BELOW EVERY QUARTER.

CALLS TO YOUR SPHERE: Every quarter you should reach out to every single person in your sphere with an item, value, market, update, or to check in.

First Quarter Call: I called today to wish you a happy new year. Just curious, what real estate goals for you have for this year? Have plans to remodel? or looking update your home? want to invest in real estate or are considering making a move?

Second Quarter Call: do you have a minute for a quick business call? I wanted to see today who you know, in your neighborhood... at work... or at church... that is in need of a great realtor to help them make a move?

Third Quarter Call: Hi it's <your name> how are you? Great, I just wanted to check in and see how your years going. Anything I can do to help?

If Event - Event save the date call, invitation, and call after the event to thank everyone for coming.

Fourth Quarter Call: Just wanted to call and say Thank you for all of your support over the years. I hope you enjoy some time with your family over the holidays!

GO TO AGENT SCRIPT

I'm just curious, **when you have a... real estate question...who do you reach out to?** Who's programmed into your phone?



NO

I'd like to earn the opportunity to be that person for you. What real estate plans do you have for this year?



YES

Love that, and is that the same person you send referrals to?

ASKING FOR REFERRALS:

This is a business call; do you have a quick few minutes? Great, just curious, **who do you know maybe at work... in your neighborhood... Church... that's looking to make a move in the next few years?**

Thanks for thinking about that for me, anything you need I can help with? Well, you know I'm always here, reach out any time.

LEAVING STRATEGIC VOICEMAILS:

- a. Hey, its <name>, just calling because <reason for call>, I'll try you later this week.
- b. Hey, it's <name>, hoping to catch you, just had a quick question, call me when you get a chance.

FOLLOW UP VOICEMAILS:

1. Hey, it's <name> again, sorry we keep missing each other - would love to catch up, let me know if you have time to chat this week.
2. Sorry I kept missing you, if you ever need anything, you know where to reach me, and I'll check back in later this year.
3. Sorry we missed each other, hope all is well, give me a call if you have some time to chat.

NEW AGENT CALLS

Hi this is <Name>, how are you? How have you been? I'm excited to chat.

I've just changed careers/companies and am now a REALTOR with <broker>. I was just curious, when you have a real estate question, who's your go to?

IF NO ONE: well, I'd love to earn the opportunity to be that person for you.



Any real estate goals you currently have? Awesome, I'll reach out periodically to keep you... in the know, and help with anything I can. What's your email address? Phone? Address?

IF THEY DO KNOW SOMEONE: that's great, loyalty is so important, I absolutely appreciate that. Just curious, is that the agent you send your friends and family to?



Feel free to reach out for a second opinion or if you feel someone might be a better personality match with me. I'll keep in touch.

ASKING FOR REFERRALS

This is a business call; do you have a quick few minutes? Great, as you may have heard, I've just joined <your brokerage> as a realtor, and I'm just curious,

who do you know maybe at work... in your neighborhood... Church... that's looking to make a move in the next few years?

Thanks for thinking about that for me, anything you need I can help with? Well, you know I'm always here, reach out any time.

LEAVING STRATEGIC VOICEMAILS

1. Hey, it's <name>, just calling because <reason for call>, I'll try you later this week.
2. Hey, it's <name>, hoping to catch you, just had a quick question, call me when you get a chance.

FOLLOW UP VOICEMAILS

1. Hey, it's <name> again, sorry we keep missing each other - would love to catch up, text me a time you're free for a quick chat.
2. Sorry we missed each other, hope all is well, give me a call if you have some time to chat.
3. Sorry I kept missing you, if you ever need anything, you know where to reach me, and I'll check back in later this year.

CALLS TO FIND LISTINGS

YOUR SPHERE: Every quarter you should reach out to every single person in your sphere with an item, value, market, update, or to check in. The goal is to know where everyone in your sphere is in their life, and real estate journey. By keeping in touch consistently, you'll likely know everyone considering a move, or who knows someone who is.

ABSENTEE OWNERS: Owners that don't live in the residence they own are great people to call to see if they'd consider selling that home.

Hello this is <name> I'm a REALTOR with <brokerage>. I'm calling about your house on 123 main street. Is that an investment property for you? Is it still performing well? I was curious when you are considering selling that home.

FOR RENT BY OWNER: Search the web for those owners looking for renters. Have a conversation with them to see if the value of the house is enough to encourage them to sell it now rather than rent it.

Hello this is <name> I'm a REALTOR with <brokerage> and I saw you were looking for renters for your home. Because I work with many different clients, wanted to ask what's your ideal renter? Great, I'll keep an eye out for that. With home values being so inflated currently, have you considered selling that property rather than renting it?

CIRCLE PROSPECTING: Call around a neighborhood you want to work in, or where you have buyers looking. Use REMINE to see who has a high sell score and is most likely to move soon. "Cold call" them to get to know them and have a great conversation.

Hello this is <NAME> from <BROKER>, calling to see when you plan to sell your home? Then ask questions, get to who they call when they have a real estate question, and add them to your database or pipeline if they plan to sell soon.

OLD EXPIRED LISTINGS: Find the homes that were listed at one point, and weren't successful. Show them how you can help them hit their goals this time around.

Hello this is <NAME> from <BROKER>,, I saw you had your home on the market and was curious to know why you decided not to sell your home?

LISTINGS AROUND HOMES YOU SOLD IN PAST: Often times when you've sold one home, there are many other homeowners considering a sale as well.

Hello this is <NAME> from <BROKER>,. I was calling because I sold the house at 123 main street last year, and they had unbelievable success. I was curious when you were thinking about selling your home?

OLDER NEW CONSTRUCTION NEIGHBORHOODS: We know that neighborhoods finished 5-7 years ago are ripe for resale. You should call everyone in that neighborhood and find out when they plan to sell the home they're in.

YOUR FARM: Call everyone in your farm to see what their real estate goals are for this year.

INTRODUCE ME TO SELLERS CONTEST: Create an exciting event and giveaway for your sphere to call in and introduce you to someone that might be selling and it enters them into the drawing. Pick a specific date and time for them to call in, and build it up via social media, mail, and email.

“WE NEED HOMES” CAMPAIGN: Include your sphere and leverage social media for an entire campaign around letting everyone know you are looking for potential sellers, and ask who they could introduce you too.

DISCUSSING YOUR PERSONAL VALUE WITH SELLERS & BUYERS

Agents often struggle with how to talk with Clients about why they should hire them over another agent in the market. Here are suggestions about how to direct that conversation.

QUESTIONS TO ASK

1. What's the most important thing you looking for in the realtor who will represent you?
2. How important is getting the very most money out of your sale? Great, I'll show you how I'm able to do this for my sellers.
3. How important is it for you to make sure you're making the most educated decision, and getting the best deal on the house you're buying?

HOW DO YOU MANAGE TO MAKE YOUR SELLERS SO MUCH MORE MONEY?

That's easy, I'm not like most REALTORS, can I explain?

Most REALTORS do what I call the 3 P's, they put a sign in the yard, put it in the MLS, and pray someone sells it. I however of course do everything else other agents do but, I make my sellers more money by doing the most important P's... that's POSITIONING your home to sell at the highest possible dollar and in the fastest amount of time. PRICE it to get great competitive offers and go out and PROSPECT for buyers to purchase your home. These results are exactly why you're in the best possible hands, choosing me to sell your home. Is that what you want in your REALTOR?

KNOW YOUR LIST TO SALES PRICE VS THE MARKET

My list to sale price gets my sellers on average <\$9,000> over other agents in the market.

As you can see, my list to sale price is <102.4%>, and the market average is only at <100%>, So I'm able to make sellers who work with me an average of 2.4% more than others.

Are you wanting an agent that can make you more money than others?

KNOW YOUR DOM VS THE MARKET

How important is a quick sale for the highest dollar to you?

As you can see, my average days on the market is <4>, and the market is <7>. So I'm able to sell your home faster than most other agents.

DO YOU REALIZE THAT "MARKET" VALUE INCLUDES COMMISSION AND MAINTENANCE FEES?

Yes, when an appraiser looks at a property to determine value, only homes that were ON THE MARKET are used to establish a MARKET VALUE. This means they compare to homes that were listed on the BLC, which all included some expense to the seller for cooperating commissions that were paid.

HOW TO EXPLAIN THE MARKET

"The housing Market" is very similar to the stock market. Only homes listed by REALTORS are considered on our "trading platform" or "in the market". The value of homes on "the market" are created by the buyer demands who are actively using it.

BUYER REPRESENTATION VALUE

SELLER SCRIPTS

CONVERSATIONS WITH SELLERS BEFORE, DURING AND AFTER A LISTING PRESENTATION.

SELLER PRE-PRESENTATION QUESTIONS

Before any meeting with a seller, make sure you've asked, and answered, all the following questions:

Client: _____ Phone: _____

Address: _____

Hi, this is <Name> at <Broker> . Do you have a few minutes?

Now that we have a time scheduled for me to come out, there are a few questions I want to ask so I can be fully prepared.

MOTIVATION

1. Are you ready to list your home with me when I come out, or is this an appointment to discuss price and preparation?
2. What are your top 2 goals from our meeting?
3. What has you thinking about moving?
4. What goals will that accomplish for your family?
5. Will you be purchasing another home? And do you need the money from the sale of this home to put towards the purchase of the new home?
6. How soon do you have to be there?
Can we put you in touch with a Top REALTOR in the area you will be moving to?
7. In the event the property doesn't sell, what's your backup plan?

AGENT REQUIREMENTS

8. What's most important about the REALTOR you choose to sell your home?
9. Do you plan on interviewing more than one agent for the job of selling your home?

PRICE

10. How much do you want to list your house for realistically?
11. As a professional real estate agent, I study the real estate market every day. I assume you'll list with me at a price which will cause your home to sell quickly, is that correct?
12. What is a price you won't go below?
13. Is there anything positive or negative about your house that could affect the price?
14. How much do you owe on the property?
Why does that matter?
It doesn't matter at all, just allows me to be prepared and show you what amount you might be able to get back at closing. Is that important to you?
15. I know I'll see it in detail, and I'd love for you to quickly describe your house for me? (Identifies their DISC)
I'll drop off some information about my marketing for you to review before we meet. After you look through it, we'll discuss any questions when we meet.
16. Do you have any additional questions before we meet?
17. The meeting will only take about 30 minutes, will that be okay?

Great, I'm looking forward to seeing you on _____ at _____ am/pm!

SETTING THE LISTING APPOINTMENT

1 JUST ASK FOR THE APPOINTMENT

Let's set a quick 30-minute appointment so I can find out exactly what your goals are for the sale of your home. Are you available either Tuesday at 3 or Wednesday at 4?

If I can put more money in your pocket, even after my commission is paid, wouldn't you want to know how I can do that? Great...

2 CLOSE

Let's set a quick 30-minute appointment so I can show you how I get that done for my sellers?

We've sold 6 homes like yours in the last few months, so let's set a quick 30-minute appointment so I can find out exactly what your goals are for the sale of your home and what we did to get those homes sold.

If I were able to save you time and make you thousands more dollars just by meeting with me now, I'm sure you'd want to take advantage of that, right?

I've really enjoyed chatting with you...

Have we gone over enough that a meeting would be our next step? Great...

That's exactly why we should meet...

SELLER LISTING PRESENTATION

The key to the most successful listing presentation is to have had a very extensive conversation during the pre-presentation. The purpose of this is to truly ask enough questions that you know exactly where they're hung up on listing their house when you're there. You should have already dug deep into their motivation to sell, no where they want to price their house, and if you're talking them down or agreeing, and what they're looking for and the realtor they hire to sell their home.

As you walk up to the door, ring/knock and when the owners approach, take a step back, slow down and take a deep breath. If at any time, they're ready to list it, go straight there, and don't continue the rest of the conversation.

Hello, it's <time> on the dot are you guys ready for me? Fantastic, may I set my stuff down at the kitchen table? Before we begin, I want to know what you're hoping to get out of this meeting

TOURING THE HOME

OK, so before we dig in, of course need to see the house. I have a few things I'd love for you guys to fill out while I walk through. This time I walk through, I'm putting my buyer hat on, and I'm really going to try to focus on what they'll see when walking through. Once you've decided to list with me, then will walk through together in detail make sure we've got everything you love about the property, and anything you need to do to get it ready for the market. Sound good?

Don't you want to see everything we've done to the property?

Yes, of course, it's really important for me to see the house through the eyes of the buyer initially. Since you won't be here during the showings, I want to make sure I'm uncovering any questions they might have that we need to address during showings.

I will make sure we do a walk-through together in detail so that we've got everything you love about the property and you're clear on anything you need to do to get it ready for the market OK?

TOURING THE HOME WITH THE OWNER

OK so before we dig in, I need to see the house. Do you guys mind taking me on a quick tour as we walk through? I'm going to take some notes on things that might need to be addressed to get the house ready for the market. Once you've decided to list with me, I'll put together that detailed list with our game plan and timing.

Your home is lovely, and I'm confident I won't have any trouble getting it sold for you and getting you to _____ by _____.

3 GOALS FOR THE MEETING

-

So I really just have three goals for our meeting today. The first is to reconfirm your motivation to sell and decide together on a price that will cause it to sell. Answer any questions you might have, and then will decide today you want to work with me, and if I decided to take your listing, sound good?

Why wouldn't you want to list my house?

Well, let me explain it to you like this, there are times that a seller will have me overprice a listing and I know it won't sell, or they want me to do a lot of marketing that won't work. If that's the case, I would rather turn you down, then let you down.

-

When we talked on the phone, you said your goals for this meeting are _____ and _____, so we're going to do that for sure.

So, to begin, **I have a few critical questions:**

1. Do you really want to sell this house?
2. Do you want to price it where it will sell, or do you want it to sit on the market month after month and not sell?
3. I sent you over my pre-listing packet that shows you everything I will do to market and what I do to sell your home, so I guess my question at this point in time is, Do you want me to sell it for you?

Before I came out, we had the opportunity to talk through why you're selling the house, and what's really important to you. The goal is to get you to _____ by _____. Is there anything that has changed with these plans? And listen, If you're as committed as I am, we'll have you guys there by _____ and will have your home sold.

Great, so let's move on to **price**.

IF THEIR PRICE IS RIGHT ON

Over the phone you said you'd like to list the property for \$_____. After looking at everything that has happened in your market, I agree. Any questions for me on that?

IF THEIR PRICE IS TOO LOW

Well, I love when this happens and I get to deliver great exciting news. On the phone, you mentioned you'd be happy if we sold the property for \$_____.

SIGN THE CONTRACT

Ok, so any other questions before we go through the contract?

SELLER PRICING STRATEGIES

HOW CONSUMERS BUY - USING CURRENT ACTIVE/PENDINGS



Pricing is all about positioning it to sell for the highest amount possible. So, let's talk for just a minute about how consumers buy anything today.

What about going to buy a new <computer>. First stop is at <best buy> and the one you want is <\$1000>, yeah, sounds good. But then you go to <Target>, and they're selling it for <\$1000 AND adding in a free Microsoft office package AND a three-year warranty> **which one are you more likely to buy?** *The computer at Target!*

Correct, and why? *Because it's the same price, but I get free stuff.*

So then let's say you already have <Microsoft office, and don't ever purchase a warranty>, when you go back to <Best Buy> and what are you going to be wanting to pay for theirs now?

Exactly, it's the exact same thing with houses. Buyers either want to get a house at the exact same price with more features, or if you have less features than the other houses, they're going to expect to pay less. Does that make sense?

Perfect, so our goal today is to look at our competition and see where we should price ours to position it to be the one buyer's choose.

CAN'T WE AT LEAST TRY A HIGHER PRICE? WE CAN ALWAYS DROP THE PRICE LATER IF WE DON'T GET AN OFFER.

That's a great question, and if I were you, I would be asking the same thing. Let me ask, how important is it for you to put the most money in your pocket? Very important.

Good, that's what I hope. However, there is a huge difference between being in the market and just on the market. In order to know which, we have to look at the data. The average days for a house to sell in your neighborhood is <X days>. Let's say we list it at the price that you're saying, and we are overpriced at that moment.

Right away if buyers agree we're overpriced, they will move on to another. The more days we're on the market without an offer, our value is dropping. How many days and reductions will we need to get right back to where we should have started.

We have a better option of getting a list price or above offer in the first couple days than we do on day 21 or 45. So by pricing it right now, you'll ultimately make more money than you will in a few weeks, and it will have cost you carrying costs, and buyer confidence.

So which would you prefer, selling it quickly for more money, or chasing the market likely ending up with much less money in your pocket?

WALK THEM THROUGH THE COMPS

I'd like to share a strategy that will help us both figure out the price we the property, because we actually need to **sell it a total of 4 times**, do you know what those are?

Yes, once to the internet, once to the buyers, once to the realtors, and finally to the bank and the appraisers. Since it has to be sold so many times to so many people you have to use the same data that all of those people use when getting a home price. They all use the current active homes, those that have offers and ones who have sold that are comparable to yours. So, let's look at those.

SELLER COMMISSION OBJECTIONS

WHAT'S THE COMMISSION YOU CHARGE?

Fantastic question, and as I'm sure you know, commission is customized. Once I've had the opportunity to see your house, and we decide to work together, we will definitely talk through your costs to sell, sound fair? So, what are you looking for in the REALTOR who sells your home?

WOULD YOU REDUCE YOUR COMMISSION?

No, unless you're purchasing a home *and* also selling a home in the same year, my charges don't change. What are you hoping that reducing the commission will do?

If I don't pay a commission, I'll make more money.

That's my exact goal as well, making you the most money possible. When we meet, I'll walk you through how I make my sellers more money than other agents, even without reducing my commission. And if we can both win by doing business together, seems like a slam dunk, yeah?

QUESTIONS TO ASK AROUND COMMISSIONS

1. What commission amount have other agents quoted, and what is their service level?
2. And why is paying _____ commission important to you?
3. What services are you choosing to forgo for a discounted commission?
4. How important is it to you to make the most money possible from the sale of your home?

WHY WOULDN'T WE DECIDE TO WORK TOGETHER?

Well, as you can imagine, I have a limited amount of sellers we can work with, and so at the highest level possible. So, I'm assuming since you're wanting to meet with me, you're hoping to be one of those sellers, correct?

So as important as it for you to have the very best person selling your home, I too will only take on the very best listings. After talking, you and I might decide we're on different pages, or have differing outcomes, and may choose to not work together.

MANAGING SELLER EMOTIONS

INTERVIEWING OTHER AGENTS

Hopefully you've had the opportunity to look through all my marketing. Was there anything missing that you assumed might be there?

OK awesome, here's the reason I ask. The only time in my career that a seller I choose didn't choose me, was because another agent mentioned something they were going to do, and since we simply hadn't talked about it, they didn't think it was also something I always do. So, if you hear anything like that, make sure we chat before you decide, because I promise I do absolutely everything other agents do, and we're only going to really talk about are the things I do above and beyond.

STAGING THE HOME FOR THE MARKET

The most Important Part of staging a home is depersonalization. We want to make the home suit as many people's needs as possible with this also means though is that it will not feel like yours. I always tell my clients when it doesn't feel like you live there anymore. It's probably ready for the market.

PREPARING FOR SHOWINGS

The most stressful part of being a seller is managing and getting ready for showings. When I throw getting your house perfect every morning on top of everything else you do to get out of the house, you'll be cussing me, and this process. So, we're going to chat through all the efficiency tricks I have, and if you're having any issues, I can surely help with a solution - there is no reason for you to start your days off bad during this.

FEEDBACK FROM SHOWINGS

So, let's talk about feedback. We discussed it's one of the most important pieces to confirm we're positioned correctly, but will also sometimes feel like a punch in the gut as the sellers, can I explain why?

There are lots of types of feedback buyer's agents provide. Great feedback will start with the positives, and then explain to us why their specific buyer is or is not choosing it as their options. When they're not choosing us, it will always feel like the most stupid little reason, and I'll be honest, it gets annoying. Even the best feedback is going to have a negative because even if they love it, they don't want to go into negotiations with you thinking they think everything's perfect.

Here's the most important part. You get the feedback at the same time I get the feedback and I'm going to help you pull out what they're saying to help guide us through selling your house. If the agents ever ask a question in feedback, please know I'll be on it as soon as possible, and will be getting them information.

THE SHOWING PROCESS

Believe me, as soon as that buyer walks out your front door, we're both going to be anxiously awaiting what they think. Although we're going to be waiting by the phone, I always like to give the buyers and agent time to do their due-diligence. Once the scheduled showing time is over, we send a request for feedback via email and text. If they haven't responded within 5 business hours, we will personally call the agent for feedback and to answer any questions. We will then continue to text, email, and call until we get ample feedback. After a few days, you and I can assume they're probably not interested, however I'll continue to keep on them, just for principle.

RECEIVING MULTIPLE OFFERS

In this market: If you don't feel like you've underpriced it, you've over priced it. Because, when you price it right it will bid up over your ask, and can often result in buyers removing common contingencies like inspection to make their offer win.

BUYERS WHO PAY OVER LIST

Because buyers will often have to pay over list price in order to win their offer, often times, it confuses the negotiations. Many buyers will feel like since they paid a premium, it means they should get everything they ask for. As we go through the process, this can feel like they're taking advantage of you, and be aggravating. I'll remind you as we trudge through this, that it's just a typical buyer mentality in this market, and to hang tight, and everything will most likely end up a win-win.

DIFFICULT COOPERATING AGENTS

There's a 50/50 chance we're going to have a difficult agent on the other side. There are a million reasons why they might be hard. However, I'll be upfront and honest with you on anyone I know could be harder to difficult to deal with. The worst part is, often we won't know they're difficult, until they're difficult. I've worked with them all. So while it will panic and frustrate you throughout the process, that's what I'm here for. I'll take that frustration on, and you just focus on getting moved.

LOW APPRAISAL

Should the appraisal come back lower than we expect, it's going to instantly feel like defeat, you'll wonder, what did we do wrong, what do we do next. However, it's sometimes just part of the process. We should be always emotionally prepared for our value to be challenged, and then if it isn't, just one more step closer. Try not to get knocked down, there are lots of options we can work through.

INSPECTION REPORT

When you get the inspection report it's going to feel like 50 pages of things you did wrong and that's absolutely not the case. The point of the inspection is for the buyer to uncover anything you didn't know about and most likely wouldn't of even been able to see. To a seller even 10 of the smallest notes feel like a lot. So just promise me when you see the report, you'll glance at it but don't do anything else with it until we see what the buyer is concerned about. Just because it's listed on the report does not mean the buyer is going to ask or want it addressed.

FINAL WALK THROUGH

The last showing request you'll receive is the final walk-through from the buyers. This is a standard showing just so they can confirm any inspection repairs and basically make sure it's still standing before they spend a lot of money on it. It's always just before the closing happens and it's going to seem like the absolute worst time to have anyone in the house. Just know, no one is worried about how clean it is or if there's boxes everywhere. This is just one last get their eyes on it before they close.

GETTING OFFERS QUICKLY:

Ok, so let's just talk about the process of receiving offers and when we can expect showings to happen, OK? Your house is going to hit the market and the first thing we're looking for is for showings to start getting scheduled.

Now, REMEMBER, based on what the market is doing currently, we are seeing in the first 24 hours an average of <eight> showings, and the average showings before you get an offer is <Eleven>, SO, with that, what do you think we want to see???

Yes exactly, and that's how we'll know we're positioned to sell - buyers are seeing it, coming inside quickly to see it, and writing offers.

What if we don't see that? Then we're unfortunately being rejected by the current market. Agents aren't recommending it to their buyers to come inside, and it's one of two things, price or condition.

GETTING OFFERS SLOWLY:

Ok, so let's just talk about the process of receiving offers and when we can expect showings to happen, okay? Your house is going to hit the market and the first thing we're looking for is for showings to start getting scheduled.

Now, REMEMBER, based on what the market is doing currently, we are seeing in the first 24 hours an average of <ONLY 1 showing at best> showings, and the average showings before you get an offer is <FIFTEEN>, SO, with that, what do you think we want to see???

Also, remember that because you're hearing all sorts of things about the market, they're not specifically talking about your market that you're selling in. So you might get feeling very anxious, and I'll help talk you through it, and that's why we're going to be watching the market every week to see what's happening. If your specific market is only averaging 1 showing, and we're getting that showing, we're right where we need to be, even though it might not feel like it.

That's how we'll know we're positioned to sell - As long as we're seeing 2 showings every few days, we'll know we're right where we should be with the market.

What if we don't see that? Yep, then we're unfortunately being rejected by the current market. Agents aren't recommending it to their buyers to come inside, and it's one of two things, price or condition.

FINANCING CONTINGENCY:

In this current market or seen quite a few transactions fall through because of financing. I'm only telling you this because we will do everything we can to insulate from that happening, but sometimes none of us, including the lender can see what's coming when it comes to financing.

Also literally until the day we close, we're going to always have the mindset that we may need a back up buyer and could always have to go back on the market. I find that the more mentally prepared you are for this potential to happen every step of the way the better you'll be at negotiating without emotion involved.

BUYER SCRIPTS

HOW TO HAVE GREAT CONVERSATIONS WITH
YOUR BUYERS.

BUYER PRE-QUALIFICATION CALL SCRIPT

Client: _____ Phone: _____

Address: _____

1. What has you wanting to make a move?
2. How long have you been looking for a home?
3. Have you been working with a REALTOR to help you look?
4. What would you say is the primary goal of this purchase?
5. How soon do you need to be moved in?
6. If we find the right property, are you prepared to write an offer today?
7. What are the 3 most important things you need in your new home?
8. What price range have you been considering?
9. Do you have a budget for your monthly payments that I should be aware of?
10. How much cash do you have that you will use towards this purchase?
11. What is the name of the lender that has pre-qualified you?
12. Is there anyone else that will be helping you make the decision about buying?
13. What times are best for you to look at homes?
14. How do you like to communicate? By phone, email, or text?
15. What are your favorite web sites to view properties?
16. Are you aware of how a Buyer's agent gets paid?
17. Do you have a house or address you are currently interested in?
18. Have you seen any homes or investment properties that you really liked? If yes, why didn't you buy it?
19. When are you available for a 30-minute meeting to get your search set up and the process started?
20. When we meet, if we agree to work together, are you prepared to sign a commitment to hire me as your agent?

21. If pre-approval needed, before our meeting on _____ at _____,
you're going to get your pre-approval done and email it to me at
_____.

SIGNING BUYER AGENCY AGREEMENT

1 AT THE BUYER CONSULTATION BEGINNING:

1. What 3 things are most important to you that we cover today?
2. What are you looking for in the REALTOR that helps you find this home?
3. If we decide to work together, are you ready to commit to me as your agent, and make sure the seller pays me?

2 DURING THE BUYER CONSULTATION:

1. What can you expect as a buyer we represent?
2. How we get paid - The listing agreement includes the commission to pay both agents as a cost to the seller. So, while you'll never see a direct charge for my services, or pay a bill, do know, that piece is included as part of the sale.

3 AT THE END OF THE CONSULTATION:

1. Any other questions before we move on?
2. Are you ready to get your home search started?
3. Awesome, I know I can help you find the right home, and I know you'll be happy with our services, so the final question is, are you ready to work with me and my team?

COMMITMENT

Perfect, then our last piece is to commit to work together. Just as the seller's have an agency agreement, buyers do as well, and here it is. Let me explain this document.

First, it says that during this time frame, **I will do everything** I said I would do to find you a home, and it gives me permission during this time frame, to talk to anyone and everyone about your needs (in confidence of course) to find you the right home.

Second it outlines **how I'll get paid** - I don't charge a retainer fee, but some agents do. However, I do charge commission, and my fee is <3.5>% of the purchase price. The most important line is this one where it says I will use my best effort to cause the seller or seller's agent to pay this fee - if we ever see a difference in these amounts, we will have a conversation about it.

I've never charged anyone the difference because typically they just agree to send me a referral and it makes up for it.

Then it explains agency, that **I represent you and your best interests only**, and will keep all information confidential. It is possible that myself or another Scheetz agent could represent the seller also, and if we have to enter into a limited agency agreement, where I represent both, we'll talk in detail about that before we ever agree to do it.

I will be representing other buyers, and in this crazy market, it does mean sometimes I have two of my own buyers fighting for the same house. I agree to keep both buyers totally separate and not use any information from either to inform you of how to negotiate.

Sellers can have **recording devices** at their house, and I'll keep you aware of information not to discuss when in houses.

Because all buyers are protected under **fair housing act**, I will not and cannot share any personal information or photographs to the seller about you.

And finally, **confidentiality** is so important, however this is between you and I, and is not the same for the seller. They aren't required to keep the same confidentiality about you, so I'll make sure not to share anything we wouldn't want them to share with other potential buyers.

Read through the further conditions and then sign at the bottom.

ARE YOU AN A, B, C BUYER?

We want the market and our process to match your motivation. This means that if you need to buy a home today, you probably want me to call you every time a new listing becomes available. Now if you are not really in a hurry to buy, you probably don't want me to call you every time a new listing becomes available, but perhaps an email would work better. Never the less, by completing this form you will help us make sure that we can match your motivation.

Since all Buyers don't have the same needs, we categorize our Buyers by motivation as follows:

"A" BUYERS

Our highest priority Buyer. These are people who have to buy a home now. They have either sold their existing home, transferred into town, or their lease has expired. In many cases, they could potentially be homeless very soon. They have been pre-approved by a lender.

"B" BUYERS

Our second highest priority Buyer are people who are ready to buy, and pre-approved, but may have a home to sell first, have a lease to fulfill, or are in the stages finalizing plans to write an offer.

"C" BUYERS

Our third highest priority Buyer may buy a home when the right one comes along, but doesn't have to move.

As you can see, if you are a "B" or "C" Buyer, it doesn't mean you are less important to us. Your needs are paramount. It only means we are trying to find home for the "A" Buyers first. Remember you could quickly become an "A" Buyer and become top

priority! We will always do our best to accommodate you. Should your motivation change at any time, please let us know so we may adjust our communications accordingly.

MANAGING BUYER EMOTIONS

THE PROCESS

Let's take a minute to talk through what you can expect in your search process.

Here's how we work through to get it down to that one house you choose to buy. There are houses currently listed on the market and more coming on all the time. We're going to watch your search, and when you see a house that checks most of the boxes, you're going to drive by it. Look at the neighborhood, and for any red flags in the location or yard.

Once a home has passed these steps it might be time to walk through. Because we go through so many houses online to narrow it down to the one we walk through, it's typical for buyers to write an offer on the first house they see.

If we go through 3 houses and there's nothing we write an offer on, we'll re-assess our search at that time.

BUYER'S REMORSE

Have you heard about buyer's remorse? Anyone you know walk away from a house because of it? Yeah it definitely happens and I'd say is up to about 5% of the time.

Well, here's what I guarantee will happen every single time. The night after you get an accepted offer, you will have those moments of oh my, what did we do. It's completely normal, so what I want you to do is take a deep breath, send me a text message in the middle of the night, and just know we'll talk through everything in the morning. Whether it's the first house you see or the 5th you've purchased, everyone goes through it.

Of course if we made a horrible decision I'm right there beside you and we're going to get it taken care of. But most of the time you're going to wake up the next morning feeling a lot better we'll talk through some things and move right on. But I guarantee it will happen.

BUYER REGRET:

So I'm guessing you've heard about buyers remorse but have you ever heard about buyers regret? Yeah so because this market is so fast, we're having a lot of buyers that have regret after they've lost out on a previous house that they either saw online, or saw in person.

That buyers regret is going to really make you question your decision and if you'll ever find anything that great again. Let me assure you in all of my years selling real estate, anytime we've lost a house it very much is for a reason and the right house always comes along.

If you miss that house it's because it was not meant to be yours if it's meant to be yours, it will likely come back on the market and will have an opportunity to get it. If that doesn't happen, it means it was not meant to be yours and your perfect one is still there waiting.

INSPECTION REPORT

When you get the inspection report it's going to feel like 50 pages of things you didn't realize were wrong with the home you're buying, and it can be overwhelming. The point of the inspection is to uncover anything the sellers didn't know about, and probably would have repaired, if they knew.

To a buyer even 10 of the smallest notes feel like a lot. So just promise me when you see the report, read through it, and try not to get overwhelmed. Our job will be to

talk through it together and prioritize anything that makes us question the value, safety, or how you'll live in it.

FINAL WALKTHROUGH

The last showing will do right before closing will be a final walk-through. There are a couple things that can be surprising at these. First off, we're going to walk through as close as we can before closing. The main thing is to make sure that nothing major happened right before we go spend a lot of money on the house. We'll check to make sure all the inspection repairs are done.

BUT, If the sellers have possession after closing, this means they will be in full packing and moving mode. It's possible the house will be in a bit of disarray, and boxes everywhere. So don't be surprised if it doesn't feel as perfect as it did the first time you walked through.

The other thing that happens is that if we see the house with furniture in it and then walk through with it vacant, you're going to see every little bump and blemish that you didn't before. So just be prepared for it, and of course if we find anything major this is the time before closing to renegotiate.

MORE LEAD GENERATION

FOR SALE BY OWNER

Hello and thank you for taking my call. This is <Your Name> and I'm a REALTOR with CENTURY 21 Scheetz and I'm calling because I wanted to see to see if there's anything I can do to help you in your sale.

- Just out of curiosity, what has you thinking about moving?
- How soon do you need to be there?
- What price are you asking for your property? REPEAT THE PRICE
- How did you determine that price?

So, let me ask, how important is it to you to...**GET THE VERY MOST MONEY**... from your sale?

If I could show you a way that you could...**PUT MORE MONEY IN YOUR POCKET**... even after the commission is paid, wouldn't you want to know how?

Great, so are you available at _____ Today or _____ tomorrow?

How long will you try to... SELL YOUR HOUSE... yourself before you would consider listing with an agent?



KEY STATEMENTS

- Would it surprise you to know that for sale by owners actually net **17% less**... than sellers that are listed with an agent?
 - It has everything to do with presentation, positioning, and creating buyer confidence.

- So, if you could have an **aggressive agent** like me on your side, and you knew I could... make you more money, in a shorter period of time, would you at least want to hear about it?
- Wow, so since you're doing it yourself, you must have had a really **bad experience** with your last agent to consider.... going it alone...
- Did you know that less than **10%** of the for sale by owner homes in Indianapolis **actually sell?**

CONCERNS

Buyers looking at FSBOs understand that market value includes the cost of commission to both agents. When no commission is paid, the market value of the home should instantly decrease by 6-7%, so are you prepared to negotiate by that much?

Safety concerns (use this when the homeowner is showing the house by themselves)

Can I share with you what concerns me about this? Letting strangers into your home, puts you in a very dangerous and vulnerable situation. We know how to keep ourselves and our clients safe, so I would never forgive myself if I didn't at least mention this to you. My goal is to... NET YOU THE MOST... for your home and... KEEP YOU SAFE... at the same time.

KEY PHRASES

- TOP DOLLAR
- FINANCIAL SENSE
- PROPER POSITIONING
- STRATEGY
- SOLD IN THE NEXT 30 DAYS
- MY CONCERN FOR YOU IS

FOLLOW UP

MONDAY:

- Did your home sell this weekend?
- Are you getting a lot of activity?
- Tell me what a lot of interest looks like to you...
- Did you receive any offers this weekend?

FRIDAY:

- How many showings did you have this week?
- Any offers this week?
- When is your open house this weekend?
- Anything I can help you with?

EXPIRED OLD AND NEW

Hi...this is <Name> from <Broker> ... thanks for taking my call today. I'm calling because

EXPIRED: I saw you had a house that recently came off the market, and I'm curious... what has you thinking about moving?

OLD EXPIRED: I saw your house was on the market 6 months ago, and I'm curious... what had you thinking about moving then?

Go 3-5 questions deep on their motivation.

Key Questions for Expired Sellers:

1. Why do you think your home didn't sell?
2. Did you get any offers?
3. How many showings did you have?
4. How did the past agent market your home?
5. What did your last agent do that you liked? Didn't like?
6. What sort of feedback were you getting from showings?
7. What changes are you willing to make to help the home show better or more efficiently?
8. What do you think it would take to get an offer on your home?

SET THE APPOINTMENT

- Great, sounds like we should meet...
- Let's set a quick 30 minute appointment so I can show you how I get that done for my sellers. Are you available tomorrow at two? *Set in next 48 hours*

- I really enjoyed chatting with you. How about we do this....
- That's exactly where we should meet
- Have we gone over enough that a meeting would be our next step?
- We've sold six homes like yours in the last few months. Let's have a quick 30 minute appointment so I can find out exactly what your goals are for the sale of your home and what I could do to help you get it sold.
- Sounds like I can save you both time and make you thousands of more dollars. Why don't we meet and let me show you how I can do that. Are you available either Tuesday at 2, or Wednesday at 3?

GEOGRAPHIC FARM

1. Measure the opportunity in the FARM to ensure enough sales per year, to make it worth your financial investment.
2. Separate neighbors into groups of 150 people at a time, farm them with the first 6 steps into the Sphere, get a closing and then reinvest that amount into the next section.
3. Know your expenses to market for 18 months

Rules:

- Ideally 10% turnover or more is typically a good investment.
- You will ONLY ever get 50% of the business in the neighborhood per year
- Don't forget many sellers will become buyers for you as well

Market with these 6 things in the first 6-8 weeks in the neighborhood:

1. **Mailer** - Looking for an amazing REALTOR, Hi, I'm your neighbor, Nice to meet you, I'm your neighborhood REALTOR

2. **Phone Call**

Hi, this is <NAME>, and I'm a REALTOR with <BROKER>, thanks for taking my call. I'm calling to introduce myself, as I <live here, do a lot of business here>. And I'm just curious, when you have a real estate question, who is your go to?

3. **Handwritten notes** - to everyone you've called and talked to, or left a message for.

Talked to: It was great talking with you today! I'll keep in touch with you, and look forward to getting to know you and your family better. Let me know if you ever have real estate questions, or if there is anything I can help with.

Missed/Left a VM: Sorry I missed you today, wanted to introduce myself because I live/sell in the neighborhood. I'll keep in touch, and let me know if you have any real estate questions, or if there is anything I can help with.

4. **Mailer** - Market stats, more about your value/company, suggested tips for maintaining their home.
5. **Door Knocker/pop by** - leave a personalized door hanger introducing yourself, or knock with a pop-by to get to know more people. Go to agent script
6. **Phone call** - similar script as above - go to agent script
7. **Handwritten notes** - always make sure to tell them you will continue to follow up.

Anyone who you've created a relationship with goes into your Sphere Marketing Campaign from here on out.

Anyone you didn't personally connect with, goes back to try again next quarter.

OPEN HOUSE

BEFORE OPEN HOUSE:

- Decide if you will do a neighbor preview hour
- Call or door knock neighbors around the listing to invite them to the open house, or anyone they know that would like to see the home
- Ask permission/leave a handwritten note to any neighbors you are going to put directional signs in their yard.
- Invite your entire Sphere to every open house
- Market, market, market (signs, social media, emails, calls)
- Call around move-up or move down neighborhoods to invite them to your open house
- Prepare list of people to call so if no one is at your open house, you are still lead generating for new business

DURING OPEN HOUSE:

Thanks for coming in today, are you here to consider buying this home, or just keeping an eye on the neighborhood?

Awesome, thanks for coming in today, and your name is? (Look down at your sign in sheet and wait for them to tell you, continue on... email, phone, etc.)

Go into a couple discovery questions that feel comfortable.

- Do you already have a REALTOR helping you find a home?
- How long have you been looking?
- What are you looking for in your perfect home?

Take a look around the house, and before you leave, I'd love for you to catch me and let me know what you thought, so I can pass along feedback to the seller.

POST OPEN HOUSE FOLLOW UP:

Call - Thank you for coming to my open house today, I wanted to set up a time for us to meet and talk a bit more about what you're looking for in your next home, what goals you have for this move. I can share with you what I do to help buyers, and we can see if you think I'm the right agent to get you moved. Do you have 30 minutes this week maybe Tuesday afternoon or Wednesday after 11?

VM - You came through my open house on <Sunday>, and I have a quick question for you. Give me a call back, or I'll try you later this afternoon.

JUST KEEP WORKING TO SET THE APPOINTMENT