



Ignite

skills to *spark* a great career

Ignite Scripts

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Power Session 1: Rev Up

Call Mets—New to Real Estate

Hello, this is _____ and this is a business call. Do you have a moment? I'd like to share some exciting news with you. I have become a real estate agent and have joined as a partner with Keller Williams Realty. Now, you may be thinking, "I may not want to work with someone so new." Yet with Keller Williams and our partnership, I have all their knowledge helping and supporting me. Plus, my clients get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. So of all the people I thought about connecting with, I knew you would be someone to help me get my career started. May I count on you?

Great! So I wanted to ask who you might know from work, your neighborhood, or a group you belong to who's interested in buying a home, selling a home, or investing in real estate. Can you think of anyone right now?

Thanks for taking a moment to think about it. Also, I have a wealth of interesting and timely information about the real estate market in your area. May I go ahead and send you something about the market from time to time?

Great, now your email address is _____?

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

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Call Mets—New to Keller Williams

Hello, this is _____ and this is a business call. Do you have a moment? (*pause*) I'd like to share some exciting news with you. Usually, I'm the one helping people make a move. This time, I'm the one who's moved! I wanted you to be one of the first to know that I've moved my license over to a new company—Keller Williams Realty.

Just because the company name has changed, the level of service I offer to clients hasn't. My clients will continue to get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. May I count on you to help me grow my business?

Great! So I want to ask, who might you know from work, your neighborhood, or a group you belong to who is interested in buying or selling real estate? Can you think of anyone right now?

Thanks for taking a moment to think about it.

Also, I have a wealth of interesting, timely information on the real estate market in your area. May I go ahead and send you something about the market from time to time?

Great, let me check your email and address.

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

Call Mets—Remind Them You're in Real Estate

Hello, this is _____ and this is a business call. Do you have a moment? First of all, I'd like to apologize for not staying in touch. I've been very busy growing my real estate business and working with great clients like you. I wanted to share with you that I have a personal goal to help families get into the home of their dreams this year. As you already know, I'll do whatever it takes to help people. May I count on you to help me reach my goal?

Great! So I want to ask, who might you know from work, your neighborhood, or a group you belong to who is interested in buying or selling real estate? Can you think of anyone right now?

Thanks for taking a moment to think about it. Also, I have a wealth of interesting, timely information on the real estate market in your area. May I go ahead and send you something about the market from time to time?

Great, let me check your email and address. It's _____, right?

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

Call Mets—New to the Area

Hello, this is _____ and this is a business call. Do you have a moment?

I'd like to share some exciting news with you. I have moved to your town and I have become a real estate agent and partner with Keller Williams Realty! With Keller Williams' partnership, I have all their knowledge supporting and helping me. My clients get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. So of all the people I thought about connecting with, I knew you would be someone to help me get my career started. May I count on you?

Great! So I want to ask, who might you know who lives in or near our town or is thinking of moving to here that I may connect with? Can you think of anyone right now? (pause)

You may not know that I am able to help people in other towns with their real estate needs by putting them in touch with the perfect real estate agent in their area. So may I ask who might you know from work, your neighborhood, or a group you belong to who is interested in buying or selling real estate? Can you think of anyone right now? (pause)

Thanks for taking a moment to think about it.

Also, I have a wealth of interesting, timely information on the real estate market. May I go ahead and send you something about the market from time to time? (pause)

Great, let me check your email and address.

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

Call—Leave a Message

Hi, this is _____, and I've got something exciting to share with you. Call me back!

Call Allied Resource

Hello, this is _____. I'm a real estate agent with Keller Williams Realty and I'm interviewing three of the top (lenders/title/escrow/inspectors) in the area to see where I would like to send all my potential business. I chose you based on (referral from _____ /hearing of you/knowing of your company). Would you like to interview for the job of receiving my clients?

Wonderful! There will be some expectations. Since I will be sending my clients to you, I would expect at least two referrals a year from you. Does that sound reasonable?

Great, when should we get together? _____ or _____?

Thank you, and I look forward to seeing you then.

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Call Mets—Ask for Allied Resource Suggestions

Hi, this is _____. Do you have a few minutes? In my business of real estate, from time to time I am in desperate need of plumbers, handymen, landscapers, painters, window cleaners, house cleaners, and the like. Do you know of anyone you would recommend to help me?

Thank you! I'll be sure to let them know that you gave me their name.

Call Allied Resource Referrals from Mets

Hello, _____. You don't know me; I am _____ of Keller Williams Realty and your name was given to me by _____, who said you were a fabulous _____. Is that true?

Of course! That's what I'm always looking for—great people like you. Therefore, may I place you in my professional services directory? There is no charge, and I only want to recommend one person for each service. Which means if someone calls you and says that I recommended your services, that you would keep track of how many recommendations I gave you. And when you hear of someone wanting to buy or sell real estate, knowing that I give referrals, that you would be happy to give me referrals in return. Do you agree that it's a two-way street? Can I count on you to exchange referrals?

Great! When would be a good time to meet and exchange business cards, so you can give mine out to people who need my services and I can give yours to people who need your services? Is _____ or is _____ a better time for you?

Power Session 2: Your Database

Call Mets—New to Real Estate

Hello, this is _____ and this is a business call. Do you have a moment? I'd like to share some exciting news with you. I have become a real estate agent and have joined as a partner with Keller Williams Realty. Now, you may be thinking, "Wow, he's/she's brand-new and I may not want to work with someone so new." Yet with Keller Williams and our partnership, I have all their knowledge helping and supporting me. Plus, my clients get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people.

So of all the people I thought about connecting with, I knew you would be someone to help me get my career started. May I count on you?

Great! So I wanted to ask who you might know from work, your neighborhood, or a group you belong to who's interested in buying a home, selling a home, or investing in real estate. Can you think of anyone right now? (pause)

Thanks for taking a moment to think about it.

Also, I have a wealth of interesting and timely information about the real estate market in your area. May I go ahead and send you something about the market from time to time? (pause)

Can I have your mailing address? Email address? Are you on Facebook or Google+?

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

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Call a Referral

Hi, _____, my name is _____. You don't know me; your name was given to me by a close friend of both of ours, (your Met's name). And he/she said that I should be giving you a call. Is right now a good time to talk for a couple of minutes? Excellent.

So how do you know (your Met), just out of curiosity? Well, he/she said that I am to take great care of you with all of your real estate needs. He/she said you were thinking about (buying/selling) a property in (time frame for buying/selling) and asked if I would please give you a call, because at a weak moment you might end up with a weak agent. He/she and I both want to make certain that you are in great hands and that you have the very best, so that's why I'm calling.

If they are buying

Have you seen anything you like thus far?

If they are selling

When are you planning to move?

Have you signed anything with another agent? Excellent.

The best thing we can do is get together and have you come to my office. That way we can start from there and I can tell you the way that I work, the expectations you can have of me, how the entire process works, and all that will take us about 20 minutes.

Call Mets on an 8 X 8:Touch 4

Hello, this is (agent name) with Keller Williams Realty. This is a business call, do you have a moment? I won't take much of your time. How are you? Did you receive the email that I sent you? That's great. Did you have any questions? As you can tell, I really hope that you will allow me to be your real estate agent for life. Also, who do you know that is interested in buying or selling a house soon?

Call Mets on an 8 X 8:Touch 6

Hello, this is (agent name) with Keller Williams Realty. This is a business call, do you have a moment? I won't take much of your time. How are you? Did you receive the email that I sent you? That's great. Did you have any questions? As you can tell, I really hope that you will allow me to be your real estate agent for life. Also, has anyone come to mind who might be buying or selling a house soon?

Call Mets on an 8 X 8:Touch 8

Hello, this is (agent name) with Keller Williams Realty. This is a business call, do you have a moment? I won't take much of your time. How are you? Did you receive the email that I sent you? That's great. Did you have any questions? As you can tell, I really hope that you will allow me to be your real estate agent for life. Also, has anyone come to mind who might be buying or selling a house soon?

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Power Session 3: Open Houses

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Contact Seller Before Open House

Hello, this is _____ with Keller Williams Realty.

I am the agent who will be holding your open house on Sunday to market your property, so is it convenient for you and your family to be out of the house from ____ to ____?

If no: Reschedule and let the listing agent know.

If yes:

Fantastic! Here's what I would like to do. I am going to start marketing and promoting your house.

I'll do my part which includes Internet marketing, social media, notifying your neighbors, and of course, putting out a lot of signs. Often lots of people show up, and sometimes no one shows up. However, it always helps if both you and I do our part, so I am going to email you a link of both the virtual tour and the flier.

If you wouldn't mind sending it out to the people you know to let them know that there is going to be an open house.

If there is anyone else you would like me to contact directly, I'd be happy to do so. You can just give me their contact information.

I'm aiming for maximum exposure to your house and together we'll make this open house a real success!

For your convenience, I can send you a copy of my Open House Checklist for Sellers by email, or drop it off at the house if you prefer.

Invite Neighbors to Open House

Hi, my name is _____ and I am with Keller Williams Realty. You may have noticed my sign just went up in the neighborhood for an open house at the _____ (name of family) house at _____ (address).

As a courtesy to them, they requested that I come by and invite all the neighbors to our open house this _____ (day) from _____ to _____ (time).

As always, we'll have refreshments. I'd love to invite you to come over, as I've found that neighbors are interested in seeing what homes in their area are selling for, and also how they are decorated. So do you think you might be able to make it this weekend?

If yes or no:

I'd also like to ask, a lot of times neighbors like to pick their own new neighbors. Do you know anyone who is interested in moving into this neighborhood at this moment? Or, who in your family might want to live close to you?

If yes:

I'll give you a couple extra fliers for those people, or if you think of anyone specific I'd be more than willing to call them.

Also, sometimes the buyers who come to the homes need more bedrooms or fewer bedrooms, so I always like to give them a second choice in the neighborhood. Do you know anyone else in the neighborhood who might be thinking about selling, so I could direct them to that home if for some reason this home isn't right for them?

Invite Renters in the Area to Open House

Hello, my name is _____ from Keller Williams Realty. We are holding an open house right in this neighborhood, and as a courtesy to the owners, we are inviting all the potential first-time home buyers in the area.

As you may or may not know, we are in an area where renters can buy a home for almost the same amount as they are paying in monthly rent.

So I have some information today for you on how to buy a home with almost zero down and how to get the seller to pay your closing costs. (*Give information*)

I would like to invite you to our open house this weekend so if you have more questions about it, you can come by for some refreshments and get to know me. I won't take any more of your time, once again, my name is _____, and thanks for letting me interrupt you today.

Invite People in Your Database to Open House

Hello _____ (name), this is just a quick call to invite you to an open house in _____. I know that you live close to that neighborhood, and I would love to see you!

I know you are probably not in the market for a house but I'll be there from _____ (time) on _____ (day), and if you want to come over and have some refreshments that would be great!

Connect with Visitors at Open House

Before you take a look at the house, the owners have asked that everyone please complete this registration form/sign the guest book. Thank you!

What brings you in here today?

Are you in the market for a home?

A lot of times, people come to open houses because they are curious about what their own home would be worth. Is that your case?

Connect with Buyers at Open House

What do you think about this house?

Is it the kind of house you can imagine yourself living in?

What would stop you from making an offer on this home?

Do you need something bigger or smaller?

Mr. /Ms. _____, I have a list of several really great properties that may work better for you. I wouldn't mind sending it to you; do you have a good email address where I could send it to you?
(Get email address.)

In fact, this open house is over at 4:00. I would be more than willing to jump in my car and show some of the homes that I think would fit your criteria if you have any openings this afternoon.

If no:

Okay, I completely understand, and I would be more than willing to email them to you. I know this evening doesn't work for you, is there a day next week or next weekend that would be better for you?

A lot of banks require that buyers are pre-approved and have letters available, so if you got to the point where you are serious about buying you would have to make sure that you had spoken to a lender.

Have you talked to any lender yet about the home buying process? I have a great lender who is good at answering questions, I'd be more than willing to give you his number or have him give you a call if you ever wanted to ask questions about interest rates, or about your monthly payment. *(Get phone number, or give number of lender.)*

Connect with Buyers Who Are Selling at Open House

Where do you live now?

Do you own that home?

Would you have to sell that home before you purchased?

If yes:

Do you have any idea how much your home would sell for in today's market?

Would you like me to give you a quick estimate/ second opinion? It's something that I do for free for all my friends and clients and people that I meet. I would be happy to come over and take 5 or 6 minutes to give you a rough estimate and with that I can show you all the homes that have sold and how long it took them to get sold in case you were curious to know how long it took them to sell.

Connect with Sellers at Open House

Are you curious about what your home is worth? I'll be tied up here until about 4:00 p.m., and I would be more than willing to come over after that. It only takes me about 5 minutes to walk through the home and I could probably give you a pretty good estimate—within a range—of what your home would sell for.

If yes:

Great, I will see you then.

If no:

It always seems to me that when neighbors come by they are either looking for decorating ideas or at some point were curious what their home might be worth. Have you ever thought of selling your home?

Connect with Neighbors at Open House

I have prepared a list of comparable sales in your neighborhood. That would give you a good idea of the value of your home. I wouldn't mind sending it to you; do you have a good email address where I could send it to you? *(Get email address.)*

If yes: use script on previous page.

If no:

I understand that you would never want to leave; this is a fabulous neighborhood, that's why I am so excited about selling a property here.

I imagine there are a lot of other people like you who would love to live in this neighborhood. Can you think of anyone you know who would like to live in a neighborhood like this? You could pick your own neighbor.

If no:

Thanks for thinking about that. I would be happy to include you on my list of people I occasionally send market updates to, if you'd like to give me your email.

If yes:

Would you mind if I email you the virtual tour of this home, so you can send it out to anyone you know who might be interested in moving to your area? *(Get address.)*

If yes, with specific name:

Great, would you like me to contact _____ (name) and offer them a private tour?

Ask Visitors at Open House “Working with Another Agent?”

Have you seen any other properties in town?

Have you been inside any other properties?

Were you with an agent when you looked at the properties?

If no:

It sounds like you are not working with an agent yet, right?

If yes:

So you have been working with an agent? Do you feel like you are having a good experience? You are getting all the good deals sent to you? Have you signed a commitment yet?

We have a code of ethics; it is part of our realtors association, where we can't work with any client who is currently working with another agent. Now, what I often find is that people change their mind if for some reason personalities do not mix. What I would like to do is give you my card and I would like to be your second agent. So if you ever feel that they are not communicating with you or dropping the ball or not getting you the best deals, I can be the second person you work with. I am sure you appreciate that I am the kind of person who would never violate ethics or interfere with an existing relationship that you have.

Call—Follow-Up with Visitors to Open House

Hello _____. This is _____ with Keller Williams. I just wanted to take a moment to thank you for coming to my open house yesterday.

I would like to follow up to see if you have any immediate real estate needs. I would be happy to send you some more information or get you in touch with any of our preferred lenders.

Just so I can be sure, how soon were you thinking of buying a property? I have a system that will allow me to send you properties as soon as they come on the market—would you like to be the first person to know when a new home comes on the market in your area.

If yes:

Great, let me ask you a few follow-up questions (price, square footage, number of bedrooms/bathrooms, location, etc.). If you see anything you like, all you have to do is send me a quick email, text, or give me a quick call and I will make an appointment to show you the homes.

If it is okay with you I would like to follow-up in a couple of days or a week with you to see if any of the homes that I emailed you fit your criteria.

Call Visitors When Open House Sells

Hello, this is _____ from Keller Williams. This is a courtesy call, you had called, visited, or inquired about the property at _____ (address). I would like to let you know that it has sold. There are other homes in the area that are available, so I just wanted to know if you or anyone else you know would be interested in getting matched up with the other homes in the area that have come up on the market.

Power Session 4: Prospecting

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Prospecting—Capture Contact Information

By the way, I don't have all your information. Can I (get your email/get your mailing address/friend you on Facebook or Google+)?

Prospecting—Connect with Questions

Hello, _____, this is _____. Do you have a minute? Great, I am just calling you about business.

As you may or may not know, I am now in real estate, and have joined Keller Williams Realty. Part of my job every day is to call people I know and like, and ask about their real estate needs. If you would, please tell me a little bit about your family/job/life, etc.

What are you looking for?

What do you want to do?

Where would you like to buy?

Where is your home located?

Why are you moving?

When would you like to do this?

How do you plan to do this?

Prospecting—Close for an Appointment

1. The Hard Close: Let's meet!
2. The Soft Close: I've really enjoyed visiting with you. When would you like to get together to discuss this further?
3. The Direct Close: Can we meet today or would tomorrow be better?
4. The Indirect Close: Would it be okay if I got you some information to look over and then we can meet to discuss?
5. The Trial Close: I think you would agree that we have gone over enough today that meeting would be our next step?
6. The Assumptive Close: It sounds like we should meet. I am available most times this week, so what works best for you?
7. The Negative- Positive Close: Would you be offended if I asked if we could meet to go over this?
8. The Take-Back Close: I've really enjoyed visiting with you. To be honest, I'm not sure if I can be of help or not, but I would be honored if we could meet to find out.
9. The Tie-Down Close: Wouldn't it make sense for us to meet in the next day or so?
10. The Alternative Choice Close: What works better for you? Meeting today, sometime this afternoon, or tomorrow morning?

Prospecting—Cultivate to Build the Relationship

First of all, thank you for giving it some thought. Now that we have spoken about referrals, you are likely to think of someone since I just put the thought in your mind! So when you do, please give me a call or send me an email, and if it is okay with you, I am just going to check back from time to time to see who you have thought of or heard from that I could help. Is that okay?

From time to time, I send out market information to people who like to keep up with what's going on in local real estate. I'd be happy to add you to the list. Don't worry; I'm not going to barrage you with emails! I send these out every 4 to 6 weeks.

Prospecting—Ask for Referral

Who do you know that's thinking of buying, selling, or investing in real estate in the near future?

Complete Prospecting Script

Hello, _____, this is _____. Do you have a minute? Great, I am just calling you about business.

As you may or may not know, I am now in real estate, and have joined Keller Williams Realty. Part of my job every day is to call everyone I know and ask about their real estate needs.

Are you or anyone you know thinking of buying, selling, or investing in real estate in the near future?

If yes, ask questions to connect and capture the referral's contact information, then:

Would it be okay if I got you some information to look over and then we can meet to discuss?

If no:

First of all, thank you for giving it some thought. Now that we have spoken about referrals, you are likely to think of someone since I just put the thought in your mind! So when you do, please give me a call or send me an email, and if it is okay with you, I am just going to check back from time to time to see who you have thought of or heard from that I could help. Is that okay?

From time to time, I send out market information to people who like to keep up with what's going on in local real estate. I'd be happy to add you to the list. Don't worry, I'm not going to barrage you with emails! I send these out every 4 to 6 weeks.

By the way, I don't have all your information. Can I (get your email/get your mailing address/friend you on Facebook)?

Prospecting—Invite Your Database to Your Open House

Hi, _____ (name), this is _____. I just wanted to give you a quick call and let you know that I will be holding an open house near your neighborhood, and I was hoping you could stop by to say hello! I know you are probably not in the market for a house, but I'll be there at _____ (time) on _____ (day), and if you want to come over and catch up, that would be great!

Prospecting—Ask Mets for Business or Referral

Hi, _____ (name), this is _____. Do you have a minute?
Great, this is actually a business call.

As you may or may not know, I am now in real estate and have joined Keller Williams Realty. Part of my job every day is to call people I like and ask about their real estate needs.

From time to time, I send out market information to people who like to keep up with what's going on in local real estate. I'd be happy to add you to the list. Don't worry; I'm not going to barrage you with emails! I send these out every 4 to 6 weeks. By the way, I don't have all your information. Can I (get your email/ get your mailing address/friend you on Facebook)?

Are you or someone you know from work or the neighborhood interested in buying, selling, or investing in real estate in the near future?

If they are interested, ask questions to connect and investigate further, then:

Excellent! Would it be okay if I got you some information to look over, and then we can meet to discuss?

If they have a referral:

Can I please have their contact information? I promise I will take very good care of them and let you know what happens. My enthusiasm, together with the years of experience that Keller Williams Realty offers, means they will be in very good hands.

If they have no referrals:

First of all, thank you for giving it some thought. Since I just put the thought in your mind, you are likely to think of someone! So when you do, please give me a call or send me an email, and if it is okay with you, I am just going to check back from time to time to see who you have thought of or heard from that I could help. Is that okay?

From time to time, I send out market information to people who like to keep up with what's going on in local real estate. I'd be happy to add you to the list. Don't worry; I'm not going to barrage you with emails! I send these out every 4 to 6 weeks.

By the way, I don't have all your information. Can I (get your email/get your mailing address/friend you on Facebook)?

Prospecting—Use News From Social Media as Reason for Call

I saw on Facebook that your twins will be starting school soon.

I help a lot of growing families who need to move up from a rental or from their first home.

I am actually at work, and I just wanted to give you a quick call.
Can I call you later to catch up?

Power Session 6: Prepare to Work with Buyers

Average Days on Market

The reality is we have to evaluate each home you like and decide if it is the home for you, whether it has been on the market for a day or a year. A great home always sells, and it usually sells fast. So while the average days on market are (_____) that number does not represent all the homes, because some of them sit on the market for 365 days and some of them sell in one.

List Price to Sales Price

The average list price in (_____) is (_____) but the average sales price is (_____). That means that sellers are coming down approximately (_____ dollars). The reason I share this information is that I would prefer to turn you down now, rather than disappoint you later, if you think you could offer \$25,000 less than the list price and actually expect to get it.

So let me ask you a very direct question. If we found you the perfect home and the seller is only willing to come down about (_____ dollars) how would you feel about that?

If Your List Price to Sales Price Ratio Is Better Than the Average Agents.

So, you are looking for a 350,000 home, aren't you? The average list price-to-sale price ratio is (_____), and mine is (_____). I am going to save you (_____%) over and beyond what the average agent is doing right now. Let's do the math (take out calculator), on a \$350,000 home I am going to save you (_____ dollars). Can you see the benefit of that?

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Take Control of the Buyer Call

*Buyer: Hi, I'm calling about the house at 123 Maple Street.
How much is it?*

That's a great property; everyone is calling on that one. So are you in the market to buy a home?

Buyer: Yes

Excellent! Real quick, while I look up that information, tell me, what price range do you feel comfortable with?

Buyer: \$250,000

Good for you!

Schedule Appointment for Buyer Consultation

The property at 123 Maple Street is listed at \$249,000. Let's schedule an appointment to see if 123 Maple Street is the perfect home for you. Would today at 4:00 p.m. or Saturday at 10:00 a.m. be better for you?

Great. Let's meet at my office so you can also review other properties on the Multiple Listing Service that you might be interested in if Maple Street isn't right for you. Does that work for you—to preview other properties so you can find the right house? *(Optional for first-time homebuyers: When you come into the office, as well as being able to look at properties, I will give you a free copy of the book, Your First Home, which contains a wealth of information on the home buying process.)*

Home Is Out of Buyer's Price Range

Well, that home is a tad above/below your price range, but I have three other properties right here in front of me that are in your price range that I would love to share with you.

Are you looking only in the (_____) neighborhood, or are there other areas you're interested in?

So how many bedrooms and bathrooms do you want?

When would you like to move?

Demonstrate Your Value to the Buyer

Mr. /Ms. Buyer, I'd like to invite you to come into my office so we can discuss what you are looking for in your next home, and use my MLS to review properties on our big screen. That way, we'll limit our search to homes that fit your criteria and avoid wasting your time. Are weekends or weekdays better for you?

Benefits of Prequalification

Mr. /Ms. Buyer, it's important that you are prequalified for a loan before you begin your home search. Prequalification is really just a lender's determination of how much money you will be eligible to borrow. It should only take about 15 minutes, and once you are prequalified:

- You'll know exactly what price range you can afford.
- When you find the home you love, you'll be able to take action quickly.
- Sellers will be more likely to accept an offer from a prequalified buyer.
- And, finally, you can see if there are any errors on your credit report and you can resolve them right away.
- Would you like to have my lender call you to help you prequalify? When is the best time, weekdays, weekends, or in the next 15 minutes?

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Objection to Buyer Consultant Appointment 1:
I don't have time to come to the office, can't you just meet me at the house?

Because your time is so valuable that's exactly why we need to get together at the office. See, the 25 minutes we're going to spend at the office is literally going to save you 5 to 10 hours of looking at houses. When we get together at the office, I'll be able to pull up every property that matches your specific criteria, we'll be able to view the photos and virtual tours in my office on the screen before taking your time to drive by them or even better than that, spending your gas to drive by them, so when is best time to come to the office, is it weekends or weekdays?

Objection to Buyer Consultant Appointment 2:
Let me talk to my spouse and I will call you back.

I understand that, let me ask you this. If it is okay for your husband to set the appointment with me, is it okay for you? Fantastic, let's do this: let's go ahead and pencil in a time that works best for both of you and then I am going to call you back the day before the appointment to simply confirm, if it works, fantastic, if it doesn't then we just need to reschedule the appointment. When do you think it is going to work best, is it weekdays or weekends? Great, I'll call you Friday. What time specifically would you like me to call you? 2 o'clock. Great, what number would I have the best chance of catching you on?

Objection to Buyer Consultant Appointment 3:
I've already seen the house online, I just need to see it to know if I want to buy it.

I completely understand. The home you are calling about is amazing. However, the sellers request that I meet with all buyers prior to showing them the property. This will allow me to cover any financing issues in case you need a loan, and to give you further information about the property and also the neighborhood. Would you be able to come to my office today at 5 p.m. or would tomorrow morning at 9 a.m. work better?

Offer to Setup Buyer Instant Notification System

Would you like online access to every home on the market that matches your criteria? You'd also receive instant notification every time a home that matches your criteria comes on the market. I'd be happy to sign you up for free on my Buyer Instant Notification System.

Follow-up Call to Buyer

Over the last week we have sent you 5 listings. I am just calling to update my files, and see if you are still in the market to buy a home, if you have already purchased a home, and if not, to review the 5 homes I sent you to see if you would like to go tour the inside of any of them.

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Power Session 7: The Buyer Consultation

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Sample Needs Analysis Dialogue with Buyer

Let's say we were walking up to your home. What does it look like from the outside?

- How many stories is it?
- What style is your home?
- What type of construction is your home?
- What does the front yard look like?

Let's talk about the inside of the home. Tell me, as you walk through the front door, what does your home look like?

- What is the layout of your home like?
- How many bedrooms and bathrooms does your home have?
- Can you describe the rooms in your home?
- When you're inside your home, what room do you most enjoy being in?
- What type of flooring does your home have?

When you step out your back door and walk outside...

- What does the backyard look like?
- Does it have a pool?

Start the Needs Analysis with Buyer

Mr. /Ms. Buyer, thank you for coming into the office today. My goal is to give you a 10+ customer service experience. To do that, the first step is to make sure that you are pre-qualified. Did you have a chance to talk with a lender?

The second step is for me to get a clear idea on what you are looking for in your new home. So, with your permission, I'd like to spend the next 10–15 minutes exploring what the right home for you would be like. We'll call this your 10+ home. Does that work for you?

Conclude the Needs Analysis With Buyer:

The Five Must-Haves

Mr. /Ms. Buyer, there is no such thing as a 100% house. When we find a house that has your Five Must-Haves—that is, a 90-95% house—I'm going to suggest you write an offer. Does that work for you? What are the Five Must-Haves for the home you buy?

Describe Your Showing Process to Buyer

Mr. /Ms. Buyer, we'll be looking at about 5–6 homes when we go out. After you see each home, I'll ask you if you want to buy it. If the answer is “no,” I'll ask you to tell me what it was that didn't work for you so that I can provide better customer service. Does that strategy work for you?

As we view homes, there are two things I want you to keep in mind. One, that the 100% house does not exist. A 90–95% house is really a 100% house. And two, I want you to keep your Five Must-Haves* in mind, because these will be your determining factors.

* *Five Must-Haves were determined during the Needs Analysis.*

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Explain Benefits of Loan Pre-approval

Let's just assume for the moment that you are the seller. I am putting you in the seller's shoes.

You have been transferred by your company and need to sell your home in 3 weeks. The first thing you do is call your real estate broker and let them know that you need to sell this home and you need to sell it now. You end up listing it below fair market value because you are under time pressure, so of course the first day you receive two offers. The first offer is for cash, and it is \$2,000 less than your request price. The second offer is for \$2,000 more because those buyers really want it—however they haven't been preapproved, so you do not know if they can qualify, even their realtor doesn't know if they can qualify! Knowing you are under time pressure, which offer are you going to take? Are you really going to take a chance for an extra \$2,000?

Understand this, when you are preapproved for financing, you essentially become that cash buyer. Can you see the benefit of that? So when is the best time for my lender to call you? Is it weekends, weekdays or in the next 15 minutes?

Explain Closing Costs

Mr. /Ms. Buyer, before we tour homes, let's discuss closing costs. Generally, if you put 20% down on a house, you can expect your closing costs to be an ADDITIONAL 3% of the purchase price. So, if you were purchasing a \$200,000 house, the down payment would be \$40,000 and the closing costs would be an additional \$6,000, for a total of \$46,000. If you put down less than 20%, your closing costs may be as high as 4%.

Explain the eEdge Advantage

When you work with a Keller Williams agent, you'll have the opportunity to conduct your entire real estate transaction online. We use a paperless transaction management system called DotLoop. You'll reduce your environmental impact because online transactions are 100% paperless. Negotiations and closings can happen faster because signatures can be obtained without having to meet in person. Online transactions are also more convenient because no travel is required.

Explain Benefits of a Paperless Transaction

When you conduct your transaction online, it means no more faxing papers back and forth or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible handwriting, over-faxed contracts or lost documents. With DotLoop, the traditional paper trail is online, and all parties to a transaction can collaborate in one space. You can be out of town and still keep the negotiation or closing process moving as long as you have Internet access.

Explain How Transactions Are Secure

Do you bank online? Do you file your taxes online? DotLoop offers the same level of security with your confidential real estate transaction documents. Every change, initial, and signature is stored and available for up to 7 years.

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Your Customer Service Commitment to Buyer

Mr. /Ms. Buyer, my mission is to provide you with a 10+ customer service experience. This buyer's guide includes a number of useful documents for you to use during the home-buying process. On the front page, you'll see my 10+ Customer Service Commitment. These are the ten promises that I make to you:

1. Provide you with 10+ customer service during the entire buying process.
2. Organize and schedule your home search process.
3. Discuss the benefits and drawbacks of each home in relation to your specific needs.
4. Provide you with ongoing updates on available homes.
5. Help you compare homes and make a decision.
6. Advise you on the terms and issues of the offer, and fill out the purchase order contract.
7. Present your offer, and negotiate on your behalf.
8. Coordinate and supervise the preparation of all closing documents, and guide you through the closing process.
9. Help you resolve any closing issues.
10. Coordinate move-in and assist with any post-closing issues.

This 10+ Commitment provides a number of benefits to you. Most importantly, you have my written guarantee that you receive the best service possible throughout our relationship. You will save time and minimize stress during the home search and closing process, you will receive the most accurate and helpful information to help you make decisions, and you will be part of as smooth a transaction as possible.

Complete the 10+ Customer Service Commitment

Mr./Ms. Buyer, is there anything else I can add to my 10+ Customer Service Commitment to ensure you will have a stellar buying experience?

(Write down what they say in the spaces provided. If they have more than five additions, continue writing on the back of the sheet.)

Okay, this list is my commitment to giving you a 10+ customer service experience.

(Sign the commitment and hand to buyer.)

Ask for Buyer Business

All I ask in exchange for my 10+ promise is that you agree to work with me exclusively. Does that sound fair?

If Yes:

Okay, can we shake on that? *(Provide the buyer with the Buyer Representation Agreement, explain it, and have them sign it. Then, shake hands.)*

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Close for Buyer Representation Agreement #1

What we're going to do now is sign the Buyer Representation Agreement which puts me to work for you. You're giving me the tool that I need to represent you in your purchase. With this tool, I have the opportunity to negotiate for you and get you the best deal. And getting the best deal is important to you, isn't it? Perfect, then let's do the right thing, sign the Buyer's Representation Agreement, and put me to work for you.

Close for Buyer Representation Agreement #2

Can you see how it would benefit you to have a professional looking out for your best interest as you search for the best home and negotiate to get the best deal?

Great! This form allows me to represent you and look out for your best interests. Here's how we take care of that. You just need to okay this agreement right here.

Close for Buyer Representation Agreement #3

We call this agreement our loyalty agreement, where I agree to be loyal to you and take no action detrimental to your best interests. It's a reciprocal agreement in that I ask you to give me your loyalty in exchange for me working non-stop to find you the best home, at the lowest price, in the least amount of time.

Explanation of Exclusivity: *I Represent Your Best Interests*

Mr. /Mrs. Buyer, because of the level of service I provide, I can only work with buyers who work exclusively with me. Let me remind you that by signing you are NOT agreeing to pay me a fee. You are agreeing to have me represent your best interests and to use my 10+ services to find you the best home at the best price. That is what you want isn't it—to find the best home at the best price?

Objection to Exclusivity 1: *I don't want to sign anything. I want to be free to work with other agents.*

When you engage me as your real estate sales representative, you give me the tool that I need to represent you. That means that I get to answer you in a paragraph rather than a sentence. Let me tell you what I mean by that. Naturally, if you sign the Buyers Representation Agreement with me, I am contractually obligated to share any information about the seller's situation that I find out, for example, if it is a divorce, relocation, or estate sale. As a sub agent* to the seller, that means that I do not represent you, and of course I only answer you in a sentence. I want to be your advocate, not theirs. So let's do the right thing, and sign the Buyers Representation Agreement today.

**Ask your Team Leader whether your state has sub-agency, dual agency and/or designated agency.*

Objection to Exclusivity 2: *What if I change my mind during this 30-day period?*

I understand completely. Think of this agreement as a form of going steady, not marriage. If you decide at any time that you do not want to go steady anymore, we can just break up. There's no need for a divorce. And you can break up with me if I'm not meeting your expectations! If you feel comfortable with that, you can just okay the agreement with your initials.

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Objection to Exclusivity 3: *I don't need to work with an agent because I can find a home myself on the Internet.*

Searching for homes is the fun part, and we will certainly use the Internet to find your home. Finding your dream home is not why you hire a buyer's agent. You hire an agent to help you get the house you find. My job is to protect your interests throughout the home-buying process, and negotiate on your behalf to get you the best price and terms.

Release a Buyer: *I only work with buyers who work exclusively with me.*

Mr. /Ms. Buyer, I appreciate your decision. Since I can only work with buyers who work exclusively with me, I'll have to just wish you luck in your home search. Thanks again for coming in to meet with me today, and let me know if you change your mind.

Power Session 8: Find and Show Homes

Buyers—Keep the Focus on the Best Homes

When we do find the right home, we'll need to act quickly, and I know you are going to have that feeling of "Well, is there something better out there?" But I have to tell you, the best homes sell right away because they are the best homes—everything else is just a leftover. I want to make sure that you are not stuck with the leftovers!

Do you want to see all the homes, or do you want to find the right one quickly?

Buyers—Qualify the Home They Find Online

You told me that _____ (feature) was one of your 5 must-haves. Two of the homes you sent me do not have _____ (feature). Is that something you are willing to give up?

Buyers—You Might Buy the First Home You See!

Don't be surprised if the very first home is the one you want to buy. The reason I tell you this is because you have given me a really good picture of what you are looking for, and if I have the correct picture, then I should be able to take you right to it, and we do want to see the very best homes first, right?

Buyers—Show Your Buyers the Market Is Moving

I was really excited to show you seven homes today, but two of them have gone under contract so they are no longer available. Let's go see these five, and when you find one you just fall in love with, we'll make an offer on it so someone else doesn't get it!

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Buyer Objection 1: We Haven't Seen Enough Properties

My role as your buyer's specialist—and the reason why we met for a consultation—is to sort through the homes that meet your criteria and only show you the best available homes, the cream of the crop. And the best homes on the market go fast, usually in one, maybe two, days. If you love this home, chances are someone else does too! Are you willing to lose the perfect home for you, your WOW home, the one you will absolutely love, just so you can see everything out there?

Buyer Objection 2: We Want a Certain Feature

Mr. /Ms. Buyer, remember at our first meeting when we talked about there being no such thing as a 100 percent house? (*Refer to the Five Must-Haves.*) We identified _____ as being the five must-haves in your new home. Has a formal dining room taken precedence over one of these items? If so, which one? (*If yes, you will need to begin a new search.*)

Buyer Objection 3: We Don't Like the Carpet/Paint Color/Landscaping

Would you change the carpet or install hardwood floors/repaint or wallpaper/hire a landscaper/prefer to plant your own garden?

Buyers—Set the Next Appointment

Mr. and Mrs. Buyer, before we part company, get out your calendar; we're going to set up our next meeting to look for that home you want to buy. If nothing has hit the market by Friday, I will call you, and we'll reschedule for the next Saturday.

Buyer—Make the Offer—You Can Always Back Out Later

I understand how you feel, and many buyers I have worked with felt the same way. What I have found is that it is better to make the offer and then back out of it later, if necessary. There are several ways to back out of an offer, but if you don't make one before someone else does, you'll never even have the opportunity to think it over—it will be gone! Let's make an offer tonight to lock this home down for you.

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Buyer Objection to Making an Offer 1: Price Drop

Are you most concerned about the price of the home, or the monthly payment on the mortgage?

Of course, the monthly payment, I would have to agree with you. Let me ask you another question: do interest rates generally go up faster than home prices come down? What do you think?

Yes, no doubt about it. In fact, interest rates could rise one percent tomorrow, right? Well, home prices would have to come down 10 percent to make up for a one percent rise in interest rates. So if you are looking for a \$200,000 home, do you think interest rates might go up one percent before home prices come down \$20,000 in your price range?

I would definitely agree with you there. So let's do the right thing and make an offer today before interest rates go up.

Buyer Objection to Making an Offer 2: Don't Like a Feature

So other than the carpeting, is there any other reason you wouldn't buy this home?

So let me ask you this, if I could get the seller to replace the carpet prior to closing, and you get to pick the color, the manufacturer and the installer, and the carpet is installed before you move in, is that something you'd be interested in?

Fantastic, let's go ahead and make an offer, and I will write in under additional provisions that the seller agrees to replace the carpet, and you get to pick the color, manufacturer, and installer, prior to closing. Generally speaking, we are going to have to come in pretty close to the full request price, because the seller is going to have to spend to replace the carpet for you. How does that sound?

Buyer Objection to Making an Offer 3: Want to Think It Over

I generally tell my clients, if you choose to sleep on it tonight, you might not be sleeping in it ever. Understand what I mean by that. Another couple might have looked at it yesterday, and they said, "Let us sleep on it tonight, we'll make the offer tomorrow," which means today. And I have to ask you, just so you don't blame me, if you don't get this home, how would you feel if someone else made an offer and this property was no longer available?

Get to the Bottom Line With Your Buyers

What you are looking for doesn't exist. So, a couple of things have to change:

1. You can wait until you are making more money and step into a higher price point.
2. You can adjust your expectations.
3. You can rent for the next year and see what happens.

What is the best course of action for you?

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Power Session 9: Make and Receive Offers

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When the Buyer Wants the Seller to Make Repairs

Mr. /Ms. Buyer, until you have a physical inspection, we will not know how much these items will cost. Consequently, you have three choices:

1. You can offer the seller less money to compensate for these items.
2. You can ask the seller for a credit to repair these items using your own contractor.
3. Or, I usually advise clients to wait for the physical inspection and negotiate all repair items at one time.

How would you like me to negotiate this offer on your behalf?

When the Buyer Wants to Make a Low Offer

Mr. /Ms. Buyer, there are three ways to negotiate a transaction.

1. You can make a low offer and run the risk of the seller rejecting it or countering back at full price to compensate.
2. You can make an offer closer to the asking price and be less flexible if there is a counteroffer.
3. If you really want this home and are concerned that another buyer may purchase it, you can make a full-price offer and give the seller what they want.

It's your choice. How would you like me to negotiate this offer?

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Present the Initial Offer to Your Seller

Good morning/afternoon, it's _____ (name) with Keller Williams Realty. Great news! We have an offer here for your review. I'm going to go through the offer with you—is this a good time? Now, the offer that came in with this is \$_____. They're putting \$_____ as earnest money and ___% as the total down payment. They want to close on _____ (date) and they're asking for _____% in repair limits. What do you think?

Present a Low Offer to Your Seller

I've got some good news and some bad news. The good news is that we have an offer on the property.

The not-so-good news is that they've offered \$_____.

The rest of the response can go in one of two ways, depending on market conditions.

1. I've already spoken with their agent and am confident we can get them to come up. So, you and I just need to talk about the price we're going to respond with and the time frame of the offer.
2. Your property has been on the market now for ___ days, and the average time on market for this area is ___ days. So let's entertain the offer. You never know how much a buyer will come up on the price. In fact, about half the time, low initial offers turn into closed sales. We have nothing to lose by making a counteroffer, and you may sell your house.

Recommend That Your Client Counteroffer

You never know how much a buyer will come up. Put yourself in the buyer's shoes. You would want to get as much house for as little money as you can. But if you really loved the place, you'd do what it takes to purchase it, wouldn't you?

You have nothing to lose by countering. I suggest we do; it's your choice. Would you like to counter and see if you can sell your house to these buyers, or would you prefer to reject the offer and continue to market the property?

Present a Counteroffer to the Buyer Agent

Good morning/afternoon, _____ (buyer agent). This is _____ with Keller Williams Realty. Thank you for your offer—we appreciate it. It was quite a bit lower than what the seller had hoped.

Pause and see if you can get them to agree with you.

The sellers have come back with a reasonable counteroffer that should work. The seller is countering back for \$_____. The rest of the terms in your offer are fine except for _____. This is something that will work for everybody—your buyer is getting a home within market, the seller is selling at a reasonable price, and we can all move forward to get this closed, wouldn't you agree?

Power Session 11: Negotiate Win-Win Agreements

Buyer's Request for Inclusion of Seller's Personal Items

I'd be more than happy to write that into the contract for you. I feel when you start involving people's personal property it becomes more emotional. When you're asking for their antiques and their furniture, it's different than asking for their refrigerator or their washer and dryer. I don't like to get involved in personal property. If those are items that you want, let me call the other agent and see if the sellers are even willing to part with the items before we actually put it in the contract. If you've really got your heart set on those things, let me call the other agent and see if they're negotiable. If the other agent says, "They might consider including the items for the right price," then we can throw it in there. How do you feel about that?

Clarify the Inspection Report for Your Buyer

I understand you are a little concerned about the inspection report. I recommend that we negotiate for a dollar amount so we can be in control of who addresses these issues. We need to focus on the big items, the unknown issues—heating, air-conditioning, and the roof—discover what amount of money we'll need to accomplish these repairs, and counter that amount back to the seller. If there are big items, it may be that we do need to walk away, but you shouldn't be alarmed just because the list is long. The seller is required by the Real Estate Commission to point out all items. But we'll have to determine whether the items will affect the house long-term for you.

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When Your Buyer Wants the Seller to Make Repairs

I understand this is important to you. In my experience, repairing this item typically costs about \$700. While that's not inconsequential, is it worth losing this house? All things being equal, if the seller had a competitive offer for exactly \$700 more and gave you the chance to match that offer in order to keep the house, wouldn't you want to match that offer?

Recommend That Your Seller Counter a Low Offer

I pulled up the information on what has sold in your price range since I put your house on the market. ____ houses have sold since then. Obviously, your house was not what these people were looking for; we didn't create enough value for your property compared to what they bought. But we have an offer on the table now. It may not be exactly what you hoped for starting out, but let me go over the information with you. There are offers that will come in low. Often, the buyers are making an offer based on the advice of a friend or relative. We're not going to turn them away because they've made this low offer. We know that they really like your house or they wouldn't have made it. We have the opportunity to sell your house if we can negotiate to the price that you need. We're going to make a counteroffer back to them, in writing—one that will reflect the price that you would like. We've already seen the price that they would like to pay. I recommend that we counteroffer and try to get them up to the price that you would like. What's the bottom-line price you would consider? Then let's leave some negotiating room above your number. Most counters go back and forth 2–4 times.

Prepare Your Seller to Negotiate High-Cost Repairs

We've received a repair request. The buyers have had a structural engineer take a look at the house, and the engineer is recommending that eight piers be put underneath the home. What I know from my experience is that piers cost approximately \$300 apiece. I can recommend to you some people who can give you bids within the next several days, then we can get back to the buyer within their option period to let them know whether you think this is something you can take care of. And then we can get this home sold. We don't have to listen to the structural engineer, but the fact that we have a structural engineer report means that it has to go with the seller's disclosure. If you decide not to put in any piers, perhaps you'll want to get your own structural engineer out there and get his opinion. Then if we can compromise with the two structural engineers' recommendations, we can call the buyer back and try to negotiate this—maybe you pay half and they pay half. Somehow, try to work this out with the buyer. If this contract does terminate, then you must amend your seller's disclosure because now you have a report in hand stating that you are aware of foundation issues. This will have to go to any potential buyers from here on out.

Counsel Your Seller When the Buyer Requests Personal Items

You know, the buyer in this offer is asking that you leave that stove that you're kind of attached to, and that light fixture in the dining area. I know those are items you'd like to take with you when you leave. Are you willing to replace that light fixture in the dining room? We could put something else up there that is a comparable light fixture, or give him a credit back for that. Let me go back to them and tell them you really want to keep those pieces of personal property, and see if we might keep this deal together that way.

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Seller Wants to Close in Thirty Days

Mr./Ms. Seller, you are requesting a thirty-day closing. What is important about closing in thirty days?

If your client becomes defensive, you would explain:

My goal is to let the buyer know why this point is important to you.

Power Session 12: Find Seller Leads

Seller—Inventory Trend

Real estate markets are always about supply and demand. Did you know that _____ homes are listed for sale? That number has (increased/decreased) by _____% in the past month and _____% in the last year.

Rising inventory means that there are more homes for buyers to choose from so buyers can more easily demand the price they want. Declining inventory means buyers have fewer choices and sellers can be more demanding on price.

Seller—Average Days on Market Trend

Properties that sold this past month were on the market an average of _____ days. That's a change of _____% (increase/decrease) from last months and a change of _____% (increase/decrease) from the same month last year.

Longer selling times mean prices are likely to be declining.
Shorter selling times mean prices are likely to be rising.

Seller—Price

Experts know that in most markets, anytime, price drives real estate sales. In fact there are few, if any, problems in real estate that the right price cannot solve.

Seller—Location

You've probably heard it said that real estate value is all about "location, location, location" and that's usually true. Between two otherwise comparable properties the one with the better location (view, proximity to services, etc.) will command a higher price.

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Seller—Condition

To a large extent, selling a home is a price war and a beauty contest. What this means is that, after price, the biggest thing that attracts offers is great property condition. The vast majority of homes need at least some cosmetic improvements done immediately to sell quickly and for the best price. Studies by Keller Williams have shown half of all sellers spend at least \$100 on improvements and 25% spend \$2,000 or more.

Introduce Yourself in a Geographic Farm

Hi, I'm introducing myself around the neighborhood because I'm an expert on selling activity in this immediate area. I have some free material I'd like to leave with you—to show you what homes have been selling recently, and at what prices. Would that interest you?

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FSBO Objection 1: We Have Enough Time

When a buyer and their agent drive by and they're interested and they can't reach you immediately, you've lost that buyer. Why don't you go to work and do what you do best and let me do what I do best?

FSBO Objection 2: We'll Make More Money by Not Paying Commission

Most people assume they'll make more. They think it will sell for the same price whether they sell it or I do. That's just not true. The best agents get 98 to 99 percent of the list price. For sale by owners often get what less experienced agents get—usually about 8 to 10 percent less than the experienced agents do. You see, if you pay me 6 percent commission, you'll still be ahead of the game by a couple of percent and you won't have the stress of managing the sale by yourself. Wouldn't that be great?

FSBO—Get an Appointment to See Their Home

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

If "Yes" (they would be offended), or We don't want to list with a real estate agent.

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

FSBO—Go Slowly at First

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

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

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

FSBO—Win Their Trust—Be a Resource

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

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

FSBO—Focus on Saving Money

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

FSBO—Focus on Saving Time

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

No matter what the seller responds:

Do you have the names and numbers of anyone who visited but was not interested in purchasing your home? If so, would you mind if I contacted them?

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Expired Objection 1: Tired of Agents Calling Us

I understand, you're thinking "Where were these agents when I needed them?" If you had sold, where were you moving to? Have you already found a place there? What do you think stopped your house from selling? How did you choose your former agent? What did they do that you liked best? What do you think they should have done? What do you think is important in the next agent that you hire? Are you familiar with the techniques we use to sell houses like yours? Let's get together so I can show you what we do to get houses like yours sold. What time would be best—today at 4:00 or tomorrow at 2:00?

Expired Objection 2: We'll Sell the House Ourselves

I can appreciate what you're saying. In this market, of all the homes listed by agents, only about half are selling. Of those homes listed without agents, only about 5 percent are selling. Eight percent of the homes I list sell. Let me share with you what I do to make those results happen. What would be best for you, today at 4:00 or tomorrow at 2:00?

Expired Objection 3: We're Going to Wait

How long do you think you'll want to wait before trying to sell it again? You wouldn't want to wait until next year and get the same outcome, right? Waiting would make sense if you were waiting for a better market. If that took 5 – 7 years, could you wait? We believe we haven't hit bottom yet. If you said you could wait for the market, I'd say do it. But if you want to get where you're going in a shorter timeframe, let's focus on what it will take to get your home sold instead of just listing it again. Here's what we can do—let's set a time to meet. I'll take a look at your home, and I'll tell you realistically what it will sell for and share with you what I do that's different. Let's do that, and if you think that I'm the right person for the job, hire me. If not, decide not to hire me. Fair enough? Great! What would be best for you, today at 2:00 or tomorrow at 4:00?

Expired Objection 4: It's a Bad Market

Well, the market is challenging right now, but there's really no such thing as a "bad" market. There is such a thing as "bad marketing," which doesn't give your home enough exposure to buyers. I'd like to share with you my 14-Point Marketing Plan for getting your home sold. *(Review your 14 Point Marketing Plan, found in eEdge Listing Consultation Guide.)*

Expired Objection 5: We Had a Bad Agent

Unfortunately, I hear that a lot. My job is to really listen to and address your needs and provide you with professional guidance and assistance during the entire process. But the real benefit to you is a sold house! Can you tell me more about your experience with your previous agent? *(Listen to their concerns and take notes, then address.)*

Expired Objection 6: We Decided to Sell It Ourselves

I can certainly understand your frustration. However, even though it may seem to save you money, a recent National Association of Realtors survey found that homes sold by an agent sell for an average of 13 percent more than those sold by their owners. Furthermore, a good agent is also going to save you a lot of trouble with their knowledge of disclosure requirements, sources of financing, contracts, and by showing your home. Let me tell you about how my services can get your home sold. *(Discuss points from your Value Proposition and marketing plan.)*

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Expired Objection 7: We're Not Sure What to Do

There are usually four reasons homes don't sell—price, condition, marketing, or the professional handling the job. How do you feel the home was priced?

(Listen to their answer. If pricing seems to be the issue, use your pricing discussion scripts from Power Session 15: Price Right and Present Your CMA.)

(Listen to their answer. If marketing seems to be the issue, present your Fourteen-Point Marketing Plan.)

Does the home show well?

(Listen to their answer. If condition seems to be the issue, use your staging scripts from Power Session 16: Market and Service Your Listings.)

Did your previous agent provide great service?

(Listen to their answer. If the customer service provided by their previous agent seems to be the issue, address it using your 10+ Customer Service Commitment scripts from Power Session 14: Your Prelisting Packet and Listing Consultation.)

Expired Objection 8: We've Decided to Wait Before Listing Again

Just out of curiosity, if you had sold, where were you moving to?
WOW! Why was that important? What would that have done for you and your family if you had moved? If I could show you a way to make that happen, would you be interested?

You see, I specialize in getting homes sold that should have sold. Even the best houses don't sell the first time, and it just takes a new approach and new ideas like I use to get houses sold. When could I stop by and spend 15 minutes with you and show you why so many homeowners choose me to sell their house?

Or

Mr./Mrs. Seller, if a contract were presented to you tomorrow, would you still sell? Great, so there is some desire to move, right? You know, Mr./Mrs. Seller, I specialize in houses that are great, yet didn't sell the first time for various reasons. Let me ask you: Why do you think your house didn't sell? What will you look for in the next agent you choose? Let's do this: I'll drop by and look at your house, that way you can meet me so at a weak moment you don't end up with a weak agent. After all, you don't want to put it back on the market later to have it sit for another 6 months, do you?

Or

Mr./Mrs. Seller, if I could sell your house in 30 days and net you what you need, would that pose a problem for you? That's exactly why we need to set an appointment.

Power Session 14: Your Prelisting Packet and Listing Consultation

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Seller—Prequalify Before the Appointment

Will all the decision makers be present when we meet?

Where will you be moving to?

When do you need to move?

Do you have a price in mind?

At our appointment, are you planning to list with me?

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Seller—Greet at Appointment

Thank you for inviting me here to list your home. Here's what will happen today.

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Seller—Check on the Prelisting Packet

Thank you so much for considering me to market and sell your home. Did you have a chance to review and complete the packet I dropped by?

If Yes

Thank you for taking the time to review that. Do you have any questions I can answer for you now? (*Listen and respond.*)

If No

That's okay; we'll cover most of the material in the package today.

Seller—Build Rapport

One of three things will happen today—you'll list with me, not list with me, or I may choose not to list your home for you.

Do you want to sell? Why?

You have a very welcoming entryway. I love your artwork.

That half bath near the entryway is a feature a lot of buyers like. Did you know that?

The front of your home is critical for curb appeal. Are you willing to make an investment in sprucing up your yard? You'll be glad you did. It's the first thing buyers see and first impressions really count!

Seller—Ask Seller About Evaluation of Home

Mr./Ms. Seller, to do a better job of marketing your property and serving your needs, would you mind if I ask you a few questions?
(Ask the following questions)

1. What do you really like about your house?
2. What are your five favorite features?
3. What are your five favorite things about this community?

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Seller—Probe for Top Needs

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

1. Why are you moving?
2. Do you need to sell within a certain timeframe?
3. Do you have a price in mind that you think your home will sell for?
4. In terms of your schedule, how would you like to plan for your home's showings? They are best done when the seller is not in the home.
5. What's the most important factor for you in the sale of your home?
6. What's important to you in a real estate agent?
7. Are you staying in the area after your home sells?

Seller—Prioritize Needs

What is most important to you about the sale of your home?

What will make it a 10+ experience for you?

What do you need to have happen in this sale?

What is most important to you?

Why is that the most important thing?

What is second? Why? And third? If 1 and 2 happen but not 3, would that be okay?

If 2 and 3 happen, but not 1?

What is your Plan B if your home does not sell?

Seller Objection 1: We Need an Agent with More Experience

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

Seller Objection 2: We'll Get More Help with an Experienced Agent

Agents who've been in the business a long time have already made it. They don't keep the hours that I do. Your business is way more important to me. I can give you all the attention you deserve, and if I don't know the answer I am smart enough to get it for you.

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

Are you as excited today about your job as when you first started? I have so much enthusiasm and excitement, and I have all this experience in my office to rely on.

Seller Objection 3: We Need to Think It Over

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

Seller Objection 4: Another Agent Will Charge Less

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

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Seller Objection 5: Why Won't You Reduce Your Commission?

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

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

Seller Objection 6: Why Should We Pay?

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

Benefit of eEdge Online Transactions

When you work with a Keller Williams agent, you'll have the opportunity to conduct your entire real estate transaction online. We use a paperless transaction management system called DotLoop.

Overview of eEdge Online Transactions

When you conduct your transaction online, it means no more faxing papers back and forth or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible hand writing, over-faxed contracts or lost documents. With DotLoop, the traditional paper trail is online and all parties to a transaction can collaborate in one space. You can be out of town and still keep the negotiation or closing process moving as long as you have Internet access.

eEdge Online Transaction Security

Do you bank online? Do you file your taxes online? DotLoop offers the same level of security with your confidential real estate transaction documents. Every change, initial and signature is stored and available for up to 7 years.

Additional Benefits of eEdge Online Transactions

You'll reduce your environmental impact. Online transactions are 100% paperless. Negotiations and closings can happen faster because signatures can be obtained without having to meet in person. Online transactions are more convenient because no travel is required.

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Seller—Handle Any Unresolved Questions or Objections

It sounds like all your questions have been answered, haven't they?

What questions do you have that I can answer for you before we sign the listing agreement?

Seller—Close for Listing Agreement

We're in agreement about the price and it sounds like all your questions are answered. Sign now and we'll get your home on the market immediately.

Sellers Are Staying in the Area

That's great. Would you like me to check the Multiple Listing Service for properties with the features you're looking for?

When would be a good time to talk about the properties I find?

Sellers Are Leaving the Area

Would you like me to refer you to a Keller Williams Realty associate in _____ who can provide you with a complimentary relocation package?

Great. I will get that name to you by tomorrow.

Power Session 15: Price Right and Present Your CMA

Seller Pricing—What the Seller Can and Can't Control

Mr. /Ms. Seller, some of the things you can control during the selling process are the condition of your property, the availability of your home for showings, and your positioning in the market. But, in the end, value is determined solely by what a buyer is willing to pay in today's market, based on comparing your home to others currently on the market for sale. I don't determine value and neither do you. Buyers always determine value. Does this make sense?

Seller Pricing—Be Honest

Do you want me to tell you the truth, or do you want me to tell you what you want to hear?

Seller Pricing—Position Your Expertise

If you went to a doctor and the doctor told you that you had a terrible disease, would you want to be told the truth, or would you rather be told, "Go home and enjoy." Of course, you would want them to tell you what you had and what to do to get better. Well, I am the professional, like a doctor, and I am telling you the market shows we need to price it right. Otherwise you are going to have a terrible disease called No Showings. And when you have no showings in a market that is going down every month, you are losing money daily. You want the most money, don't you?

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Seller Pricing—Explain CMA

Mr./Ms. Seller, would you like to obtain the highest price possible for your property?

If “no,” dig deeper. If “yes,” continue.

To achieve the highest price possible, you must have maximum exposure to the marketplace. The most important decision you will make in this respect is where you decide to price your property. The way most sellers establish their listing price is with a Comparative Market Analysis, what we call a CMA. *(Take out your CMA pages.)*

As you can see from this CMA, the average market time in our area is 60 days*. This means that if you want to sell your property in less than 60 days, you have to be in the top 50% in terms of price and property condition. To sell in 30 days, you'll have to be in the top 10–15% in terms of your price and property condition.

Seller Pricing—Explain Concept of Percentage of Buyers Viewing Home vs. Asking Price

This graphic *(Show them the Triangle Graphic.)* shows the percentage of buyers who will see your house based on whether your home is priced at fair market value, below market value, or over market value. As you can see, if you price your home at fair market value, 60% of qualified buyers will see it. However, if you price it just 10% over market value, you cut that number in half—only 30% of the qualified buyers will see it. That means that 70% of the buyers who are qualified in terms of criteria and price range will not see your home!

Seller Pricing—Determine List Price

Mr./Ms. Seller, the most important decision you will make is where you will price your property. Pricing your home at fair market value will attract more buyers. Attracting more buyers normally results in a higher purchase price. Overpricing your home results in a longer market time and possibly a lower price.

Would you like to price your property to sell quickly, or will you price your property where it could take longer to sell? The choice is yours. What would you like to do?

Seller Pricing Objection 1: We Need a Certain Amount From Sale

Will you, as a buyer, pay what the seller wants because that's the price they need? No, you'll pay what it's worth right? That's what your buyers will do too.

Seller Pricing Objection 2: Price Higher?

Option 1: Here's what frightens me about pricing higher. People who have seen many houses will find yours and think it's right, but they won't look at it because of the price. We don't want to drive buyers away; we want to attract buyers. We want them to make offers. Does that make sense?

Option 2: The greatest number of showings comes in the first three weeks. If they see the house is overpriced, they walk away and we don't get them back. Let's get one or more people to make an offer right away. If more than one likes your price, they might even compete and drive it higher. Wouldn't that be great?

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Seller Pricing Objection 3: Right Price?

Have you ever bought a stock? How do you know what it's worth? When you're selling a stock, you check the market prices. You know what you paid for it, but the market doesn't care. Real estate is a commodity today. The market says what your home is worth. Why would a buyer reach into their own pocket and pay more than the market says it's worth?

Seller Pricing Objection 4: Hoping to Get More

Do you understand the law of supply and demand? When supply is up and demand is down, which way do prices go? What supply do we have now? Right, that's why prices have gone down. It's a law, not an idea. Do you defy the law of gravity? We can't defy this law either. Let's price it right and get it sold now.

Power Session 16: Market and Service Your Listings

Seller—Importance of Staging

Have you ever wondered why builders hire professional decorators for their model homes? (*Wait for response –most people will say because it helps them sell more homes.*) Exactly. That's why it is important to show your home to its best advantage, to help it sell faster and for more money.

Seller Staging Objection 1: I Don't See Why This Is So Important

Let's say we have three apples for sale and they are all the same, except one has been cleaned and shined. Which apple do you think people will buy?

Seller Staging Objection 2: Do We Really Have to Make This Repair?

We can sell it just the way it is, but it's likely to take longer and we probably won't get as much money. My recommendation is to have it repaired so that we can get the best price possible in the shortest amount of time. The choice is yours. What would you like to do—make the repair or take longer to sell?

Seller Staging Objection 3: Why Can't We Sell the House "As Is"?

Would you prefer to pay a few hundred dollars to paint a room, or do you prefer to deduct \$500 to \$1000 from the sales price? Since buyers use outstanding repairs to negotiate a lower price, it's usually in your best interest to make repairs rather than have to negotiate with the buyer.

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Seller—Communication Preferences

What is your preferred means of communication? Is it email, or text messaging, or a phone call? Whichever it is, let's agree that I will contact you at least once a week for an update on marketing your property. Is there a particular day of the week or time of day you would prefer?