

Say What?! Mastering Communication in Real Estate

Georgia Real Estate Academy – GREC School #6915 GREC Course #62861

Introduction

- Your communication skills create your first impression to others
- How others perceive you greatly influences your business
- Communication in General
- Communication in Real Estate

Techniques & Scripts

- Learn to establish rapport with anyone
- Learn how to answer any objection any time
- How to use “Motivational Selling” to get loyal clients
- Use the power of questions to gain control
- Use Scripts & Dialogues

Breakdown of Communication

- 7% is verbal (words)
- 38% is vocal (volume, pitch, rhythm, tonality)
- 55% is nonverbal (facial expressions, gestures, posture, eye movement)
- Examples:
 - “I’ve got something for you!”
 - “What’s wrong with you?”
 - “Is that what you’re wearing?”
 - “What took you so long?”
 - Communication with someone speaking a foreign language

Hierarchy of Effective Communication

- In Person
- Via Video – Interactive then Recorded
 - Zoom / Facetime
 - Bomb-Bomb Video emails

- YouTube / Facebook Video / Reels / TikTok
- On Phone – Verbal
- Written – Email / Text / Letter
 - Text – too many abbreviations / misinterpretation of Emoji
 - Email – can be more thorough
 - Letter – shows you took the time to sit down & write out your thoughts / feelings

General Tips for Professional Communication – ALL Forms of Communication

- Make it easy for the public to contact you
- Include your Full Name & Title
- Email & Phone
- Website or Social Media Links
- Tagline / Logo / Branding
- Be Respectful / Courteous / Polite
- Limit physical touching & Terms of Endearment
 - May be misperceived as inappropriate
 - Even if you perceive yourself as a “hugger”
 - Don’t “pat” others – very patronizing / condescending
- Communicate “Evenly” when interacting with couples
 - Don’t inadvertently “flirt” with one of the parties
- Don’t Use “Lingo”
- Don’t try to “impress” – just communicate
- Never say anything ABOUT anyone or anything that you wouldn’t say TO anyone
 - Remember that you may be being recorded at ANY time
- Always follow up Verbal Communication (phone call or text) with an email
 - End with “If this summary differs from your understanding of the nature of our conversation, please let me know; otherwise this confirms that we are in agreement.”

Written Communication

- Email
- Text
- Online Website / Social Media

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Email for Real Estate

- Name, Title, Company
- Contact Information
- CyberFraud Warning
- Spell Check / Grammar Check
- If potentially confrontational or in response to an upsetting scenario, write email & walk away for 30 minutes BEFORE hitting “Send”

Texting for Real Estate

- Refrain / Limit your Texting in Real Estate
- Text is NOT “Written” communication
- Text perhaps for availability or to confirm an appointment
- Do NOT negotiate via text
- Do NOT use emojis when texting clients / co-op agents
- Follow-Up with an email

Online Communication – Agent Website & Social Media Presence

- See “General Tips”
- Include photo or Logo
 - Intermix with some personal information – hobbies, pets, charities, interests, family, etc.
 - To be a bit more personal / real
 - Avoid politics
 - Avoid contentious topics
- Be “professional”
- Present yourself as an “Expert”
- Pose intriguing questions
- Adhere to GREC License Laws on Media / Advertising (At end of slides)

Communication When There is an Issue or Potential Issue

- Write a log
- Chronological order
- Include dates & times

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- Sequence of events / summary of communication / documents presented / signed
- Pull copies of all documents signed / presented
- Pull copies of emails & text messages
- Sign your notes & have them Notarized
- Put away the notarized copy in a safe place
 - GREC Investigations 12 – 18 months behind
 - Ethics Hearings – 3 – 12 months behind
 - Arbitration & / or Litigation - Depends

Points of Practice – Real Estate Specific

- Have a Specific Seller & Buyer Package
- Include All related Customer Brochures / Disclosures
- Include Sample Purchase & Sale Agreement – Write “Sample” across it
- Get contact information of clients & customers (phone & email & mailing address)
- Ask for their preferred method of communication
- Ask about their “hours” – i.e. what is earliest & latest you may reach out to them
- Inform them of your “hours”
- CyberFraud Warning

Tips For Dealing With a “Feisty” Co-Op Agent

- Give them the benefit of the doubt
- Remember that BOTH of you are working towards the SAME outcome
- Are you on the same page?
- Consider that agent’s comments / questions are REALLY from their client
 - Give them the words / information to speak to their client they may not have on their own
- Consider that you are easier to vent to than their client (not right but may be true)
- Perhaps agent is inexperienced with this issue & is simply freaking out
- Interact with your Co-Op agent as if THEY are your Client
 - You have a better likelihood to do business with them more often than your public client

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Building Rapport

- People like & trust people who are like themselves = rapport
- Similar behaviors create familiar expectations (people generalize all the time)
- Must communicate in a way to appear familiar to them
- Verbal, vocal & body language establish rapport much quicker & deeper than similar hobbies/experiences

Building Rapport: Mirror/Mimic/Match

- Rate of Speech / Tempo – Fast vs. Slow
- Tonality – nasally / chesty / throaty / breathy
- Inflection – vowel sounds
- Pronunciation – tomato vs. tomato ;-)
- Accent – Southern, Northern, foreign
- Cadence – musical quality
- Body Language
 - Posture (10 – 20 second delay)
 - Gestures (only when you speak)
 - Facial Expressions (instantly)
 - Shrugs & Head Nods (instantly)
 - Any Shift in Behavior
- Emotions
 - Notice where they are
 - Honor & Appreciate
 - Lead them up if they are in a negative place

Persuasion Conversation / Conversational Objection Handling Formula

- Paraphrase/Repeat
- Massive Approval
- Use Their Name
- Ask a Leading Question
- Vaporize the Objection / Make Your Point
- Close for Action
- Be Quiet

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- **Paraphrase/Repeat**
 - The essence of their objection/concern/question
 - Shows you are listening
 - Buys you some time to process what they are saying
- **Massive Approval - Always start with Agreement**
 - You must agree with them in order to get them to agree with you
 - Use “AND” not “but”
 - I’m so excited you brought that up
 - You’re right! I Agree!
 - I understand! Good for you!
 - I can appreciate that! I understand how you might say that!
 - Thanks for sharing that!
 - Great! Super! Cool! Groovy! Interesting! Ouch! Oh my!
- **Use their Name**
 - Captures their attention
 - Brings them back into the conversation
- **Ask a Leading Question**
 - Do you realize how that could work against you?
 - May I point out how that could be the worst possible choice for you?
 - Would you be surprised to know how that could hurt you?
- **Vaporize the Objection / Make Your Point**
 - Here’s a thought.....
 - I mean, here’s the thing...
 - The real issue is ...
 - Have you considered ...
- **Close for Action**
 - I’m ready to sell your house!
 - Put me to work!
 - I want to do the job for you!
 - Let’s sign the paperwork!
- **Be Quiet!!!**

The Power of Questions

- The most effective way to gain control in a sales situation is to ask questions.
- Ask questions to help you gain knowledge & information you need to present your services in a way that provide a solution to the prospect's problem.
- Open-Ended Questions – Keep conversation going & give you insight into prospect's thoughts
- Closed-Ended Questions – End conversation
- Different Types of Questions Direct One's Focus
 - "Why" = confirms purpose & motivating reason
 - "How" = course of action to achieve result (solution)
 - "What if" = benefits from achieving outcome (goal)
- Let them discover their own answers & tie them in to you & your services
 - Let them process what you have said
 - Let them answer their own question in their mind

The Power of Asking Questions

What does the brain love that has the power to engage us, shift our mindsets, drive knowledge and growth, and fuel creativity and critical thinking? Could the answer be questions? Are you asking enough questions when you prospect and present? Or are you simply talking "at" people? Remember that the more questions you ask, the more you actually pull people into the conversation, doesn't that make sense? So doesn't it also make sense that the more you make statements, the more you push them away from you? And doesn't the person that asks questions always control the conversation?

So, ask yourself this question: Do I want to pull people into my way of thinking, or do I want to push them away from me?

How can you ask more questions?

- Can you turn statements you normally make into questions you can ask?
- You can use tie-downs at the end of a statement that you make, can't you?
- Wouldn't you be more effective if you really practiced all your communication techniques every day?
- What would happen if you engaged prospects every day by using conversational selling & motivational selling?

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Would you like to achieve your income goal for 2017 and 2018? Then should you be asking more questions?

By the way... did you notice that there are no statements in this message? Isn't everything I wrote in the form of a question? Is it effective? What will happen when you start to ask more effective questions?

Turning Statements Into Questions

- Could it be that ...?
- Do you realize that ...?
- Have you ever thought about ...?
- What would happen if ...?
- Would it be okay if ...?
- Are you committed to ...?
- Would you be open to ...?
- Would it be okay if I showed you ...?

Motivational Selling: Determine the Gap

- Determine the Gap
 - ***“How is your next home going to be different from the one you're living in now?”***
- Identify Client's Motivation
 - What's important to you about _____ (answer above?)
 - I understand... and so that I can help you (or understand your situation better) ... what's important about _____ (answer above?)
 - Tell me more about that?
 - Help me understand...
 - What's important to you about?
 - What I hear you saying is _____
 - Okay, good for you! So ultimately... when you have (answer #1) & (answer #2) what will those have done for you? (This is their TRUE motivation!)
 - So when you have all that, that's your life going to be like?
 - Could it be that _____? To get all that, would you be willing to _____? (meet with me? Sign the contract? Make an offer?)

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Motivational Selling: Close the Gap with Your Service

- Tie into you
 - *“I’m glad we’re talking!”*
 - Since it’s not really about selling your home but rather about having (true motivation) I’d like to spend about 15 minutes with you to talk about how we can move you closer to _____. What is the best time for us to get together... today at 3 or does tomorrow afternoon work better for you?

Example: “Going to List with an Agent that Already Showed House “

- That’s interesting! ... so let me ask you a question. You’re only going to work with agents that showed your home already to a Buyer, is that right? (name) So what’s the advantage to you to consider agents who have already proven that they cannot sell your home? They’ve had a Buyer... they’ve seen your home... and they didn’t sell it.
- I appreciate what you’re saying here... because you’re probably thinking wait a second here... if they showed my home while it was listed for sale... maybe they’re a good person to talk to, right?
- (name), I don’t care... even if you don’t...list your home with me...may I tell you why that could be the worst way to choose an agent?
- See, what happens is this ... there are some agents that just kind of go around constantly showing homes. But while they’re out showing other agents’ listings... who’s taking care of their listings? Wouldn’t you want the agent that you hire to be focused on getting their own listings sold?
- Are you beginning to realize why you never saw me while your home was listed for sale? (name) I’ve had ___ of my listings sell while you were on the market! Those are the kind of results you want.. Aren’t they? Let’s meet on _____!

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Example: “All of You Agents are the Same!”

- I know it does seem that way and in fact we all do have the same license. Mr./Mrs. _____, do you realize that, like any profession, we get different results, don't we? (name) what are you hiring when you hire an agent? _____
- Exactly! You're hiring someone to get you results! It's like all doctors are different, all lawyers are different, all CPA's have different levels of training... so do real estate agents!
- Thanks for telling me that because I try to do the exact opposite of what the other agents do! Did you know that the average agent sells one home every 90 days... I (our company) sell one home every 4 – 5 days. You see, Mr./Mrs. _____, I run my business like a profession, not a hobby.
- Every time the average agent sells 1 home, I'm selling 15 of them. Now how would you like to have 15 times as much exposure for your home?
- Let's get started! (When would be the best time for us to get together?)

Example: “We're Going to Give it a Break!”

- So, (name) you're thinking about giving it a break for a while. That's interesting, for how long do you think?
- (name) in the next (their time frame from above) we're actually going to sell _____ homes!
- Since I only need to sell your home one time, why don't we get together and I can show you how I do that... is your calendar handy?

Persuasion Conversation: NLP Techniques: Level Shifting

- To attach NEW meaning to an objection
- Use level shifting to change the objection from something you are not comfortable with to another aspect of your business that you are
- Puts words in their mouth
- Pattern: Objection – Agreement – Level Shift

Persuasion Conversation: NLP Techniques: Level Shifting

- The real issue is ...
- The real question is ...
- I believe you're asking ...
- So I gather ...
- If I'm reading you correctly ...
- So are you saying ...
- What I sense is ...
- So what you mean is ...
- What appears most important to you is ...

- **“List high & we can always come down later!”**
 - I can appreciate that you want to list above selling price to start with and what I'm really left with is that you want an aggressive agent who will negotiate strongly on your behalf and protect your equity!
- **“I'm tired of talking to agents!”**
 - Of course! And what I sense is that you're tired of having your time wasted and not have any results, correct? That's exactly why I'm calling... to get you results this time!
- **“I want to think it over.”**
 - Great! And so I gather you have some questions that you really do want answers to, right? Okay... since I help people buy & sell homes everyday, let me help you with the most difficult questions... let's start with the most challenging first!
- **“I have a friend in the business!”**
 - Almost everyone does! And what I'm hearing you say is that working with someone that you know & trust is important to you. That's great and my clients

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feel the same way about me too! So tell me, how's your next home going to be different than the one you're in?

■ **Commission Objection:**

- I completely understand that you don't want to pay a full commission & what it sounds like is that your bottom line is extremely important to you! (then continue about what sells homes faster & for more \$)
- I completely understand you want a lower commission and what I hear you asking is what services do I actually provide to sell your home and earn that commission.
- I can appreciate that you don't want to pay a full commission & I think the real issue is that you aren't yet comfortable and confident with the services I provide, so what other questions do you have?
- I understand you want a lower commission and what I think you're asking is how can other agents do their job and charge less?

■ **Other agent said they could get me more money:**

- I'm glad you brought that up and I think the real question is do you want an agent that will tell you what you want to hear or one that will be honest and just sell the house?

■ **I have to have \$_____ to get into the next home.**

- That's a valid point and I think the real issue is how much money it will cost you to overprice the house.

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Conclusion

- “You never get a second chance to make a first impression!”
- People size others up & categorize them immediately!
- Gain trust & confidence through rapport & conversational objection handling, control through questions & motivational selling!
- **Vast room for misinterpretation through email / text communication!!!**

Communication for Business & Sales – YouTube Channels to Check Out

- **Charisma on Command** - <https://www.youtube.com/c/Charismaoncommand/videos>
- **Dan Lok** - <https://www.youtube.com/c/DanLok/videos>
- **Grant Cardone** - <https://www.youtube.com/user/GrantCardone/videos>

Great Videos on Communication in Sales & Business

- “Clients Say I’m Not Interested & You Say...” (Dan Lok – 7:12) - <https://youtu.be/d0mwebxFxBc>
- “Clients Say I’ll Get Back to You & You Say...” (Dan Lok – 7:12) - <https://youtu.be/4JPD-HoMOFw>
- “10 Persuasive Words Millionaires use to Get Things Done” (Valuetainment – 16:49) - https://youtu.be/KAxEjsr_IWs
- “6 Phrases that Instantly Persuade People” – (Charisma on Command – 8:31) - https://youtu.be/QgFnn_spo4c
- “5 Psychology Tricks That Make People Obsessed with You” – (Charisma on Command – 10:11) - <https://youtu.be/6pa70xEsvdY>
- “How to Master Sales on the Phone” – (Grant Cardone – 19:12) - <https://youtu.be/Rf0b8Xty54Y>

For Fun

- Interpersonal Communication Skills Test: http://www.queendom.com/tests/access_page/index.htm?idRegTest=2288
- Baby Communication: <http://www.youtube.com/watch?v=fzbqyX3hFrk>
- I’m so much cooler online! <http://www.youtube.com/watch?v=UE6iAjEv9dQ>
- See what John Cusack doesn’t say to an unprepared journalist: <http://www.youtube.com/watch?v=M8LA10Tg1Os&feature=related>

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- 75 Expressions in less than a minute:
http://www.youtube.com/watch?v=yppQ_mJIU3M&feature=fvwrel
- 4 Magic Phrases you can use to respond to anything:
<http://www.youtube.com/watch?v=g5RkneM8Hw&feature=related>
- How to use mirroring to build Rapport: <https://youtu.be/rqhSWI4-hnA?list=PLWRMUAUSZd5YzOd5Ee7Yr05PWlplay6Xk>
- How to build rapport - Tony Robbins: <https://www.youtube.com/watch?v=-9uHBEGpJm4>
- Babies laughing: <https://www.youtube.com/watch?v=aa6UITgwZCg>
- A fun guide to communication: <https://www.youtube.com/watch?v=QOkrS1v7Ywk>
- Non verbal communication - for the birds: <https://www.youtube.com/watch?v=ihKXQbYeV5k>
- Nonverbal Friends <https://www.youtube.com/watch?v=OvEci5Bjgd4>

GREC Marketing & Advertising Guide – See Other Handout
Scripts & Dialogues – See Other Handout

Thank You!

- Remember to Confirm all Advertising Policies with your Broker!
- Please attend Additional Courses: www.registerforREclasses.com – select a geographic area or “Marietta” for Master Calendar
- Course Offered through: Georgia Real Estate Academy (*GREC School #6915*)
- Hosted by: Maximum One REALTORS®
- Credits to be recorded within 3 – 7 Business Days
- **Contract Tip Videos: YouTube Channel: “Real Estate Made Crystal Clear”**
- Be a Blessing with your real estate license by communicating your desire to help others with their real estate needs!

What We Say vs. What They Hear

