

PAST CLIENT OR SPHERE OF INFLUENCE SCRIPT

(You are calling people you know!)

Hi... I'm looking for _____... Hi _____ this is _____ with
_____... how are you today? (X) Terrific/Really

Today's call is about business... do you have a quick moment for me?

(Name)... I need your help... as a professional real estate agent... I have a goal to help
(X) families ... buy a home...sell their existing home...or buy a second home and I was
wondering... who do you know... that needs my help in the next 30 days? (X) I
appreciate you taking the time to think about it!

Can you think of anyone in your (church group, family, neighborhood, and office)... that
may need my services at this time? (X) Great!

Would you mind if I gave them a call?

By the way... when do you plan on moving? (X) Terrific!

Optional: (Establish this relationship...say this only the 1st or 2nd time)

(Name)... I've set a real high goal for myself this year... and I would love any help you
can offer me in achieving them... so... would you mind if I check in with you
periodically to see if there's anyone you know who is interested?

ALTERNATIVE PAST CLIENT SCRIPT

Hi _____. This is _____ calling with _____.

I haven't spoken with you in a while and thought I'd give you a call to see what I can do for you in the business of real estate.

You've been there _____ years...is that right?

If you were to move from here...when do you think you would actually make a move?
Terrific.

_____, the purpose for my call is that twice a year, I track what's happening in my business as far as where my business is coming from, and I project ahead for the next 6 months. In doing this, what really became even more obvious than ever to me is how incredibly important and valuable great clients like you are to my business!

So many of my sales has come from repeat and referrals from customers like yourself...so I just wanted to phone to say thank you for keeping me in mind and referring people to me because I really do appreciate it!

By the way...who do you know that I can help in the area of buying or selling a home?

I appreciate you thinking about it...is there anybody in the neighborhood, at your work, church, your husband/wife's office, any family or friends, who may be thinking about buying or selling a home in the near future?

Just so you know, I'm committed to being in regular contact with you every 2 - 3 months, just to check where you're at, to see if we can help you or anyone you know in the area of real estate. Do you mind if I phone you every two or three months? Is it better to call you at work or at home?

_____, if you ever have any questions at all...whether you're considering buying or selling, or even if you're just curious about any properties you come across, always feel free to give me a call...the information is at my fingertips and I always love hearing from you!

You're great clients, and we'll be in touch again real soon. And remember, call me anytime you or anyone you know ever have any real estate questions whatsoever...ok?

FOR SALE BY OWNER SCRIPT

Hi, my name is _____ with _____...I'm calling about the property for sale...I work with a lot of Buyers and Sellers in the area... and I was wondering... what I can do to help you?

Thanks for thinking about that... let me ask you... how much time will you take... before you will consider... interviewing the right agent for the job of selling your home? (Excellent!) (If they say never above)

What has to happen...before you will consider... hiring a powerful agent... like myself... for the job of selling your home? (Perfect!)

#1 – Why did you decide to sell this home? (Job transfer) Terrific! / Ouch!

#2 – Where will you be moving to? (L.A.) Good for you!

#3 – How soon do you have to be there? (30 days) Excellent!

#4 – How long have you owned this home? (10 years) Super!

#5 – How did you determine your sales price? (Other agents) Fantastic!

#6 – What methods are you using for marketing your home? (Open houses) Great!

#7 – Are you prepared to adjust you price down when working with a buyer? (Yes) Terrific!

#8 – Why did you decide to sell yourself... rather than list with a real estate agent? (Save the commission) Great!

#9 – If you were to list... which agent would you list with? (None in mind) Fantastic!
Optional – How did you happen to pick that agent? (Yellow Page) Exciting!

#10 – If you were to list... what would you expect an agent to do... to sell your home? (Sell my house) That's great!

#11 – Are you familiar with the techniques I use to sell homes?

What would be the best time to show you... _____ or _____?

EXPIRED SCRIPT

Hi, I'm looking for _____ ... Hi _____ ... my name is _____ with _____...

I'm sure you've figured out that your home came up on our computer as an **expired** listing... and I was calling to see...

#1 – When do you plan on interviewing the right agent for the job of selling your home? (Never) Terrific! / Really!

#2 – If you sold this home... where would you go next? (LA) That's exciting!

#3 – How soon do you have to be there? (Already) Ouch!

#4 - _____ ... what do you think stopped your home from selling? (The agent) Really!

#5 – How did you happen to pick the last agent you listed with? (Referral) Great!

#6 – What did that agent do... that you liked best? (Nothing) Fantastic!

#7 – What do you feel they should have done? (Sold my house) Really!

#8 – What will you expect from the next agent you choose? (Sell my house) Terrific!

#9 – Have you already chosen an agent to work with? (No) Wonderful!

#10 – I would like to apply for the job of selling your home... are you familiar with the techniques I use to sell homes? (No) That's Great!

#11 – What would be the best time to show you ... Monday or Tuesday at _____?

The 11 Most Common Questions Asked During Sign and Ad Calls

Note: Be sure to follow each question with the "Setting the Buyer Appointment Script"

1. "Where is the property located?"
The property is located in the general area of _____...and. Are you familiar with this area? (x) Wonderful! Is this the area you would like to move to? (x) Great!
2. "Could you just give me the exact address?"
I understand that you want the address...and one of the conditions of the contract with the seller is that we accompany each person to the home. Before we meet...there are a couple of real important questions I need to ask you..
3. "I'll just meet you at the property"
*That would be great...and fortunately, our office is not too far from the home. To avoid the possibility of us missing one another...can you come in at _____ or would _____ be better for you? (x) Terrific!
Before we meet...there are a couple of real important questions I need to ask you...*
4. "How close are the schools?"
*Great question...I'd be happy to show you the exact location of the schools. By the way, how old are your children? (Restate ages) Great! (Name) we can measure the exact distances when we see the home...okay?
Before we meet...there are a couple of real important questions I need to ask you...*
5. "How far is the shopping"
*Great question...I'd be happy to show you the exact location of the shopping. By the way, do you prefer to drive or walk to shopping? (x) Great! (Name) we can measure the exact distances when we see the home...okay?
Before we meet...there are a couple of real important questions I need to ask you...*
6. "We would like to just drive by the property?"
*(Name)...that's a good idea...it's always a good idea to see the exterior of the home, as well as the neighborhood. What time do you plan to drive by? (x) Terrific!
Fortunately, our office is not too far from the home. To avoid the possibility of us missing one another...can you come in at _____ or would _____ be better for you? (x) Terrific!
Before we meet...there are a couple of real important questions I need to ask you...*
7. "What are the taxes on that home?"

MFO Setting The Buyer Appointment Script

1. How long have you been looking for a home? (x) Wonderful!
2. How soon do you have to be moved into your new home? (x) Good for you!
3. (Name), will you need to sell an existing home...to buy the next one? (x) Terrific!
4. Have you seen any homes you're interested in? (x) Great!
5. Are you working with any other agents? (x) Interesting/Perfect!
6. What price range are you looking in? (x) Perfect!
7. How much of a down payment are you working with? (x) Excellent!
8. I'd love to help you...buy a home...are you aware it could take 1 to 2 months in this market to buy a home...and move in? (x) Great!
9. So...my question is...do you have to be in your new home in (time)...or do you want to start the process then? (x) Wonderful!
10. Fortunately...to get you one step closer to (location)...all we need to do now...is simply...set an appointment...so I can help you...get what you want...in the time you want...won't that be great?
11. What would be the best time for us to get together...and start the process... ___ or?

MFO Qualifying the Listing Appointment Scripts

Before I come out...there are a few questions I need to ask you to get a better idea of your plans...Okay?

1. Tell me again...where are you moving to _____ ? (LA) Fantastic!
2. Tell me again...why are you moving there? (Job transfer) Good for you!
3. How soon did you have/want to be there? (3 mos.) Great!
4. If I ...sell your home...in the next 30 days...would that pose a problem for you?
Terrific!
5. What would happen if your home did not sell? Ouch!
6. Do you plan to interview more than one agent for the job of selling you home?
7. When I see you...how much do you want to...list your home...for...realistically?

As a professional real estate agent...I study homes and prices everyday...therefore...I assume you'll...list with me...at the price that will allow your home to sell...correct?

So...what's the price you won't go below?

8. How much do you owe on the property? (\$100,000) Excellent!
9. Have you ever thought about selling it yourself? (No) Terrific! (Yes)
Interesting!
10. Will you help finance the home for the buyer...or do you need your cash out?
That's Great!
11. Will you quickly describe your home for me?
12. How would you rate your home on a scale of 1 to 10?
13. What would make it a 10?
14. Is there anything...positive or negative...about your home that could affect the price?
15. I'll be sending over a package of information...will you take a few moments and review it? Thank you...

16. Do you have any questions before I arrive? (No) Great!
17. I've only spoken to you...other than you and (spouse), are there any other decision-makers? Are there any concerns that (spouse) may have that I'd need to discuss with them before I arrive?
18. Will all the decision makers...be there...when I arrive? Great!
19. (Name), if what I say makes sense...and you feel comfortable and confident...that I can...sell your home...are you planning to...list your home with me...when I come out on _____(day)____? Terrific!
20. So you know...our meeting should only take between 20 and 40 minutes including paperwork...okay?

The only thing I'm going to need from you is a copy of __ (appropriate documents) __ and a spare key for showing the home as well...OK? I look forward to seeing you on _____(day)_____ at __ (time)____!

TOPIC 8 - Listing Presentation...Part 1

The quality of your listing presentation will ultimately determine the quality of your overall business and profitability. If you're powerful on the presentation, you're going to be motivated to get in front of more sellers, so you'll prospect more and close harder. Also, the listings you do get will be at good prices, which will make servicing them easy and pleasurable.

- 1) We'll begin with your preparation for a listing presentation.
- 2) The old saying 'you only get one chance to make a good first impression' is especially true on a listing presentation, where you have a short window of time to gain the client's trust and confidence. We'll discuss some ideas on making a strong first impression.
- 3) Here we cover the first 3 questions of the listing presentation, and add some dialogue to give them extra power and effectiveness. Done right, this is absolutely one of the most important parts of the presentation.

After walking through the home, start with;

" _____, I'm just going to start by asking you three real important questions, OK?"

1. Do you absolutely want to sell this home? Great

(They should answer 'yes', 'yes, if we can get our price', or something like that. If they answer 'no', you shouldn't be there!)

2. Will you put your home at a price...that will allow it to sell?

If answer is 'yes'... 'Terrific', and go straight to number 3.

If answer is anything else...

Absolutely...I'm assuming that you want to get the top price that the market's going to give you...and at the same time...I'm sure that you don't

want to put your home on the market at a price where it's just going to sit there...and not sell, do you? (answer)

So could we agree then that you want to get the top...fair market value for your home? Excellent.

3. Do you...want me...to handle the sale for you?

If answer is 'yes'... 'Fantastic' and go straight to the price or the contract.

If answer is anything else...

Tell me...what specifically are you looking for in an agent?

Whatever they answer, repeat it sounding like you're excited about what they're saying.

(Example: "We want an agent who has a lot of clients for our area, and who can get us a good price." Great! So you want an agent who has a lot of clients for your area...and who can get you a good price...excellent!)

_____, once we're finished here today, if you...feel confident...that I obviously have a lot of clients for this area...and that my approach will get you a good price...are you ready for me to list your home for sale today? (Yes) Well I'm excited about that!

If they say, "no, not today...because we always think things over before deciding" or "we have another agent to interview tomorrow"...

So when would you like to make your decision? (By Monday)
No problem...whether it's today or Monday...doesn't matter. Once you're finished with this process...if you feel that...I'm the best agent for the job...are you ready for me to list it? Great! I'm excited about that!

Then continue with your presentation.

Are you going to do your absolute best later in the presentation to have them list it today? Definitely! Trying to handle that objection two minutes after sitting down is just too hasty, and your odds won't be good. Taking the

approach above takes the pressure off them, and allows their guard to come down. It also shows that you're not needy, and you certainly are confident.

When you ask them what they're looking for in an agent...

We will discuss how to level shift if they bring up a reduced commission or lots of advertising.

Also, don't bring up things that they didn't! I've heard agents say things like, "...and an agent who's going to get you top dollar...", and meanwhile, the client hadn't said anything resembling that.

Starting your presentation with these questions give you control, demonstrate professionalism, and combined with pre-qualifying, tell you all you need to know about what it's going to take to walk out with a signed listing from a seller who's convinced that you're the best agent they can hire.

Assignment:

- A) Start role playing the first part of the listing presentation as we've done it here with your partners.
- B) Begin every presentation you do with these questions, even if you're not currently using the Mike Ferry presentation...start with this, then do what you normally do for now. Accept that you may be uncomfortable at first. Practice will solve that.
- C) Record a live listing presentation, listen to it in full, then mail it to me. I will listen to clips of it together with you on our one on one call and give you feedback on it. Make sure to put the recorder at the center of the table so we can hear everyone talking.

TOPIC 11 – Price reductions

Obviously, the best way to deal with price reductions is to never need them by simply always pricing your listings perfectly. Sounds good on paper, but not very real, is it?

1. There are times that it may make perfect sense to take an overpriced listing because the seller's motivation is very high, yet they want to start at a certain price and there's no convincing them otherwise, and you feel that 2 weeks on the market with no offers will change their mind.

Other times, the market may change soon after you take the listing, and of course, there are times where you simply make a mistake in the pricing.

The key step is to avoid procrastinating and ask for a reduction as soon as it's evident that you need one. Also, don't wimp out and ask for less than you need...you may not get another chance.

2. We'll discuss various price reduction scripts, and you'll have the opportunity to fire pricing objections at me. A lot of the dialogue we cover here can also apply to when you're initially setting the price.
3. It's very important to not let the seller control the conversation by demanding to know what marketing you're doing and you allowing them to go on that misguided path by justifying all that you've done. Remember who the professional is in this conversation. We'll go over dialogue on how to handle this, as well as their understandable frustration.
4. Remember, even the best scripts CANNOT overcome poor motivation. If your listing is overpriced and the seller has poor motivation and refuses to reduce it, do yourself a big favor and give them their listing back.

A great price reduction is at least as good as a hot new listing!

For Sale By Owner Script

For use when:

You have asked Mike Ferry qualifying questions and owner will not commit to seeing “ the techniques our firm uses for selling a home?”

and/or

owner indicates they are willing to work with agents on open listing if you have a buyer.

Well ..I would like to see your home.....what would be the best time for you to show it to me_____ or _____? (*Only offer choices that fit your designated schedule.....you are a professional salesperson*)

“Do you have a buyer?” BE HONEST No , but I come in contact with buyers on a regular basis and I would need to see your home to determine if it might fit a particular buyer’s needs..... what would be the best time for you to show your home to me_____ or _____? (*Only offer choices that fit your designated schedule.....you are a professional salesperson*)

For Sale By Owner Script -Preview Appt

Preparation - have a pre-list package (list of references, sample marketing pieces, sample marketing plan, disclosure statements, your sample schedule, CMA w/circled price); be prepared to make a listing presentation.

Hi, I'm _____ with CENTURY 21 Southeastern Realty....thank you for allowing me to see your home. Would you show me your home like you would show it to a buyer?....I don't want to miss anything. *Important you want the seller with you! As the seller shows you their home ask*

1. Why did you decide to sell your home? () *or confirm info from phone qualifying*
2. Where will you be moving to? () *or confirm info from phone qualifying*
3. How soon do you have to be there? () *or confirm info from phone qualifying*
4. How long have you owned your home? () *or confirm info from phone qualifying*
5. How did you determine your sales price? () *Your CMA and previewing will give you information to help you gain creditibility*
6. What methods are you using for marketing your home? ()
7. Are you prepared to adjust your price down when working with a buyer? *Your CMA and previewing will give you information to help you gain creditibility or Have you seen the homes your home will be competing with? ()..Most of the buyers will be comparing your home to those others on the market.*
8. Why did you decide to sell yourself rather than list with a real estate agent? ()

Preview Appt-cont

9. If you were to list...what firm would you list with? ()
Optional - How did you happen to pick that firm? ()
10. If you were to list...what would you expect the firm to do to get your home sold? ()
11. Are you familiar with the techniques our firm uses for selling a home ?
12. What would be the best time to show you...now...or _____ ?
The seller may respond to any of the questions above by saying
We're going to try it a little longer ourselves or we're not ready to list use the following

I appreciate how you feel...however if you do decide at some point... that you can no longer devote the time and energy to sell your home yourself...and since you do have to sell your home...won't you probably interview agents for the job of selling your home? ()

Well I'd like to interview for the potential job of marketing your home...it will take about 20 minutes for me to show you the techniques our firm would use to sell your home....What would be the best time to show you...now...or _____ ?

If you are unable to secure a listing presentation for right now give the seller your pre-list package and review it briefly with them.

Thank you for showing me your homeI'd like to leave you some information.....

- A. These are seller disclosure statements that need to be given to any buyer please complete and sign
- B. A list of my references *or my resume*
- C. These are some sample marketing pieces..(*sample flyer, etc*)
- D. This is what I do to sell your home..(*Seller Service Pledge and Schedule of events*)
- E. This is my typical schedule...
- F. Here is the competitive market analysis on your property.

I'll followup with you in a couple of days ...is that OK? () Great

Preview Appt Followup Script

Hi, _____ this is _____ with CENTURY 21 Southeastern Realty and I was following up on our appointment last _____...and I was wondering... did you get some good activity since then? () Great

Well as said beforeif you find... that you can no longer devote the time and energy to sell your home yourself...and since you do have to sell your home... won't you probably interview agents for the job of selling your home? ()

"Still not ready to list" I can appreciate that... however... won't it be to your advantage... if you do decide to have an agent sell your home to see what agents would do to market your home... before you get to the actual decision time? ()

I'd like to interview for the potential job of marketing your home...it will take about 20 minutes for me to show you the techniques our firm would use to sell your home....

What would be the best time to show you ...now...or _____ ?

Final Preview Appt Followup Script

Hi, _____ this is _____ with CENTURY 21 Southeastern Realty and
I was calling to see when you plan on interviewing agents for the job of
selling your home? ()

I'd like to interview for the potential job of marketing your home...it will
take about 20 minutes for me to show you the techniques our firm would
use to sell your home....

What would be the best time to show you ...now...or _____ ?

If no appointment

NEXT

SPHERE OF INFLUENCE SCRIPT

1ST CALL

"HI, _____, THIS IS _____ WITH CENTURY 21 SOUTHEASTERN. _____, THE REASON I'M CALLING IS I NEED YOUR HELP...WHO DO YOU KNOW THAT WILL BE BUYING OR SELLING REAL ESTATE IN THE NEXT THREE MONTHS?"

"Well, I really don't know of anyone right now."

"THAT'S NO PROBLEM, _____. DO ME A FAVOR AND ASK AROUND YOUR OFFICE AND SEE IF YOU CAN FIND SOMEONE. IF I DON'T HEAR FROM YOU BEFOREHAND, I'LL GIVE YOU A CALL BACK NEXT MONTH."

SUBSEQUENT CALLS

"HI, _____, THIS IS _____ WITH CENTURY 21 SOUTHEASTERN. I'M JUST CALLING TO SEE WHO YOU FOUND THAT WOULD BE BUYING OR SELLING REAL ESTATE IN THE NEXT THREE MONTHS?!"

"Gee, I really haven't found anyone."

"THAT'S NO PROBLEM AT ALL, _____. LISTEN...I KNOW YOU ASKED AROUND THE OFFICE. HOW ABOUT CHECKING AROUND THE NEIGHBORHOOD FOR ME AND IF I DON'T TALK WITH YOU BEFOREHAND, I'LL GIVE YOU A CALL NEXT MONTH!"

DO NOT DISCUSS NON-REAL ESTATE RELATED MATTERS ON THESE CALLS!!

If a member of your SOI wants to "chat":

"Oh, I'm glad you called. I want to tell you all about our trip."

"_____, I'D LOVE TO HEAR ALL ABOUT IT! MAY I GIVE YOU A CALL BACK WHEN I'M NOT AT WORK?"

COMMON ORGANIZATION SCRIPT

HI, _____, THIS IS _____ ... WE'RE BOTH MEMBERS OF _____... I'M WITH CENTURY 21 SOUTHEASTERN REALTY...AND I NEED YOUR HELP...WHO DO YOU KNOW THAT'S GOING TO BUY OR SELL REAL ESTATE IN THE NEAR FUTURE?

Alternative Introductions For Both The Door And Over The Phone

Just Listed Script

Hi, my name is _____ with _____...I (my company) just listed a home for sales over on _____...it has _____ bedrooms and _____ baths...and it's listed at \$ _____...

And I was wondering...who do you know that would like to move into your area? (No one) Fantastic!

#1 - When do you plan on moving? (Never) Terrific!

* Continue with questions on page #8

Just Sold Script

Hi, my name is _____ with _____...I (my company) recently sold a home in your area...over on _____..it has _____ bedrooms and _____ baths...and it sold for \$ _____...

We know when someone sells a home...usually two more sell right away...So I was wondering... (ACT CURIOUS)

#1 - When do you plan on moving? (Never) Terrific!

* Continue with questions on page #8

“Find The Rhythm”

Telephone Or Door Script

Hi, my name is _____ with _____ and I was wondering...

#1 - When do you plan on moving? (Never) Terrific!

#2 - How long have you lived at this address? (10 yrs.) Great!

#3 - Where did you move from? (L.A.) Good For You!

#4 - How did you happen to pick this area? (Job transfer) Excellent!/Ouch!

#5 - If you were to move. . . where would you go next? (Back to L.A.) That's Exciting!

#6 - And when would that be? (3 months) Fantastic!

*Only go forward if they absolutely have to sell!

#7 - Obviously...you realize it could take 3 to 6 months in this market to get a home sold....did you know that? (No) Terrific!

#8 - So...my question is...do you have to be sold in 3 months...or do you want to start selling at that time? (Sold) Wonderful!

#9 - Fortunately...to get you one step closer to L.A. ... all we need to do now...is simply set an appointment...so I can help you get what you want...in the time you want...won't that be great? Fantastic!

#10 - Which would be better for you...now or _____?

*Key thought to all prospecting:

“There are only a few people in your marketplace that want to buy or sell today... GO FIND THEM!”

Mike Ferry

BUYER SCRIPT

I'D LIKE TO THANK YOU FOR COMING TO MY OFFICE. IT'S IMPERATIVE TO THE INTEGRITY OF MY TEAM THAT WE COMPLETELY UNDERSTAND THE 5 COMPONENTS WHICH ARE INVOLVED IN THE PURCHASE OF YOUR NEW HOME... AS BUYERS I WANT YOU TO KNOW WHAT'S EXPECTED OF YOU, WHILE AT THE SAME TIME I'LL ALSO OUTLINE WHAT YOU WILL RECEIVE AND EXPECT FROM MY TEAM..FIRST LET'S START WITH WHAT'S EXPECTED FROM YOU FOLKS...

OUR JOB IS TO ASSIST YOU IN ACHIEVING YOUR GOAL OF FINDING YOUR NEW HOME.

FIRST LET ME AGAIN ASK WHERE ARE YOU MOVING TO?? _____

WHEN WOULD YOU LIKE TO SITTING IN YOUR NEW HOME??? _____

DO YOU HAVE TO SELL ANOTHER HOME PRIOR TO THE PURCHASE OF THIS NEW HOME ????? _____
(IF YES MAY WE ALSO LIST THAT FOR YOU???)

ARE THERE ANY OTHER CONTINGENCIES TO YOUR BUYING A NEW HOME? _____

BUYING A HOME IS NOT JUST FINDING A HOUSE THAT SUITS YOUR NEEDS. THERE ARE MANY ISSUES THAT MUST BE ADDRESSED. OUR JOB IS TO FIND A HOUSE THAT SUITS YOUR NEEDS THEN HELP YOU STRUCTURE AN OFFER WITH THE BEST PRICE & BEST TERMS SO THAT IN ALL LIKLIHOOD THE OFFER WILL BE ACCEPTED & YOU MAKE THAT HOUSE YOUR HOME!

NOW, LET'S COVER THE 5 STEPS!

You've been very anxious for you to move in for a # of reasons.
1. we're comfortable & confident that we can get the job

I'D LIKE TO THANK YOU FOR COMING TO MY OFFICE.
IT'S IMPERATIVE TO THE INTEGRITY OF MY TEAM THAT
WE COMPLETELY UNDERSTAND THE 5 COMPONENTS
WHICH ARE INVOLVED IN THE PURCHASE OF YOUR NEW
HOME... AS BUYERS I WANT YOU TO KNOW WHAT'S
EXPECTED OF YOU, WHILE AT THE SAME TIME I'LL ALSO
OUTLINE WHAT YOU WILL RECEIVE AND EXPECT FROM MY
TEAM...FIRST LET'S START WITH
WHAT'S EXPECTED FROM YOU FOLKS...

OUR JOB IS TO ASSIST YOU IN ACHIEVING YOUR GOAL ^s OF
~~FINDING YOUR NEW HOME.~~

FIRST LET ME AGAIN ASK WHERE ARE YOU MOVING
TO?? _____

WHEN WOULD YOU LIKE TO SITTING IN YOUR NEW
HOME??? _____

DO YOU HAVE TO SELL ANOTHER HOME PRIOR TO THE
PURCHASE OF THIS NEW HOME ?????? _____
(IF YES MAY WE ALSO LIST THAT FOR YOU???)

ARE THERE ANY OTHER CONTINGENCIES TO YOUR BUYING A
NEW HOME? _____

BUYING A HOME IS NOT JUST FINDING A HOUSE THAT SUITS
YOUR NEEDS. THERE ARE MANY ISSUES THAT MUST BE
ADDRESSED. OUR JOB IS TO FIND A HOUSE THAT SUITS YOUR
NEEDS THEN HELP YOU STRUCTURE AN OFFER WITH THE BEST
PRICE & BEST TERMS SO THAT IN ALL LIKLIHOOD THE OFFER
WILL BE ACCEPTED & YOU MAKE THAT HOUSE YOUR HOME!

NOW, LET'S COVER THE 5 STEPS!

BUYER
SCRIPT

*Husband's
volunt*

*Are you looking
just to relocate
houses or totally
relocate residence?*

S.O.I. "TAKE A VACATION ON THE HOUSE"

HI _____, THIS IS _____ WITH CENTURY 21 NORTHPOINT REALTY.
I'M CALLING TO TELL YOU ABOUT AN EXCITING NEW PROGRAM WE'RE MAKING
AVAILABLE TO YOU! IT'S CALLED "TAKE A VACATION ON THE HOUSE" ... IT'S A 7 NIGHT
STAY AT YOUR CHOICE OF RESORTS ALL OVER THE WORLD FOR ONLY \$299. ..IF THIS
INTERESTS YOU...I'D BE HAPPY TO REVIEW THE PROGRAM WITH YOU...BY THE WAY,
ARE YOU...OR ANYONE YOU KNOW THINKING OF BUYING OR SELLING IN THE NEAR
FUTURE?

FSBO "TAKE A VACATION ON THE HOUSE"

HI... THIS IS _____ WITH CENTURY 21 NORTHPOINT REALTY. IS
YOUR HOUSE STILL FOR SALE? GREAT!...I'M DOING A SURVEY OF FOR SALE BY OWNERS
IN THE AREA...AND I WAS WONDERING...

1. WHY DID YOU DECIDE TO ...SELL THIS HOME? TERRIFIC!
2. WHERE WILL YOU BE MOVING TO? SUPER!
3. HOW SOON DO YOU HAVE TO BE THERE? WOW!
4. HOW DID YOU DETERMINE YOUR SALES PRICE? REALLY!
5. WHAT METHODS ARE YOU USING FOR MARKETING YOUR HOME? GREAT!
6. WHY DID YOU DECIDE TO SELL YOURSELF RATHER THAN LIST WITH A REAL ESTATE AGENT? SUPER!
7. IF YOU WERE TO LIST...WHICH AGENT WOULD YOU LIST WITH? TERRIFIC!
8. HOW DID YOU HAPPEN TO PICK THAT AGENT? GREAT!
9. IF YOU WERE TO LIST...WHAT WOULD YOU EXPECT AN AGENT TO DO TO SEEL YOUR HOME? FANTASTIC!
10. ARE YOU FAMILIAR WITH OUR "TAKE A VACATION ON THE HOUSE" PROGRAM THAT WILL HELP YOU ATTRACT MORE BUYERS TO YOUR HOME? SUPER!
11. WHEN WOULD BE THE BEST TIME TO SHOW YOU..._____ OR _____?

EXPIRED "TAKE A VACATION ON THE HOUSE"

HI, _____ THIS IS _____ WITH CENTURY 21 NORTHPOINT
REALTY...I'M SURE YOU'VE FIGURED OUT THAT YOUR HOME CAME UP ON OUR
COMPUTER AS AN EXPIRED LISTING...AND I WAS CALLING TO SEE...

1. WHEN YOU PLAN ON INTERVIEWING AGENTS FOR THE JOB OF SELLING YOUR HOME?
GREAT!
2. IF YOU SOLD THIS HOME...WHERE WOULD YOU GO NEXT? TERRIFIC!
3. HOW SOON DO YOU HAVE TO BE THERE? REALLY!
4. _____, WHAT DO YOU THINK STOPPED YOUR HOME FROM SELLING? WOW!
5. HOW DID YOU HAPPEN TO PICK THE LAST AGENT YOU LISTED WITH? GREAT!
6. WHAT DID THAT AGENT DO...THAT YOU LIKED BEST? REALLY!
7. WHAT WILL YOU EXPECT FROM THE NEXT AGENT YOU CHOOSE? FANTASTIC!
8. HAVE YOU ALREADY CHOSEN AN AGENT TO WORK WITH? WONDERFUL!
9. I WOULD LIKE TO APPLY FOR THE JOB OF SELLING YOUR HOME...ARE YOU FAMILIAR
WITH OUR "TAKE A VACATION ON THE HOUSE" PROGRAM THAT WILL ATTRACT MORE
BUYERS TO YOUR HOME? SUPER!
10. WHAT WOULD BE THE BEST TIME TO SHOW YOU... _____ OR _____?

Expired Listing Script Over The Phone

Angry Hi, I'm looking for _____... Hi _____ ...my name is _____ with _____...

I'm sure you've figured out that your home came up on our computer as an expired listing...and I was calling to see...

Angry #1 - When you plan on interviewing agents for the job of selling your home?
(Never) Terrific!

MAD #2 - If you sold this home...where would you go next? (L.A.) That's exciting!

Annoyed #3 - How soon do you have to be there? (Already) Ouch!

Empathy #4 - _____ ... what do you think stopped your home from selling?
(The Agent) Really!

Relax #5 - How did you happen to pick the last agent you listed with? (Referral) Great!

Relax #6 - What did that agent do... that you liked best? (Nothing) Fantastic!

whisper #7 - What do you feel they should have done? (Sold my house) Really!

Excited #8 - What will you expect from the next agent you choose? (Sell my house) Terrific!
P. Y.

More Excited #9 - Have you already chosen an agent to work with? (No) Wonderful!
P. Y.

☺ P. Y. #10 - I would like to apply for the job of selling your home...are you familiar with the techniques I use to sell homes? (No) That's Great!
P. Y.

#11 - What would be the best time to show you ... Monday or Tuesday at _____?

“Mimic your prospect and they will feel comfortable.”

Matthew Ferry

Qualifying The Listing Appointment Script

Use their name

Hi _____ my name is _____ with _____ ... I'm calling to confirm our appointment on _____ at _____ ... does that time still work for you? Great!

Before I come out...there are a couple of very important questions I need to ask you...okay?

#1 - Are you planning to... list your home with me... when I come out on _____?
Terrific!

(If "no" or "I don't know.") Do you plan on interviewing more than one agent for the job of selling your home? (No) Interesting!

#2 - Tell me again...where are you moving too? (L. A.) Fantastic!

#3 - And...how soon did you have to be there? (3 months) Great!

#4 - When I see you...how much do you want to list your home for?

(Response to #4, if "you tell me", or "I don't know")

As a professional real estate agent...I study homes and prices everyday...therefore...I assume you'll... list with me... at the price that will cause your home to sell...correct? Great!

So... how much do you think you want to list your home for? (\$229,900) Terrific!

#5 - How much do you owe on the property? (\$100,000) Excellent!

#6 - Have you ever thought about selling it yourself? (No) Terrific!

#7 - Will you help finance the home for the buyer...or do you need your cash out?
(Cash out) That's Great!

#8 - Will you quickly describe your home for me? ()

#9 - I'll be sending over a package of information...will you take a few moments and review it?

"...a package" → That's a great question

#10 - Do you have any questions before I arrive? (No) Fantastic!

I'll make a note of that + we'll discuss it when I come out.

#11 - Will all the decision makers be there when I arrive? Great!

→ For listening apt.

I'd go home well I don't want to waste your time so when would be a time when both of you'd be there.

😊 #12 - So you know...our meeting should only take between five and twenty-five minutes...okay?

😊 I look forward to seeing you on _____ at _____!

“I can't help everyone and, more importantly, I don't feel like I need to help everyone...the question is, are you in need of my services at this time?”

Rick Berube

“Give the customer every opportunity not to do business with you!”

Matthew Ferry

“Great sales people qualify their prospects. I qualify all my prospects. I am a great salesperson.”

Tom Ferry

- C) You would like to price your home at 229,900...right?
- D) And...you said you owe 100,000...is that right?
- E) Now...you weren't planning on selling it yourself, were you? Terrific!
- F) You did (did not) want your money out...correct? Wonderful!

#6 - Now...there are only two issues we have to look at tonight...number one...your motivation to ... sell this home...and...number two...the price we set on your home...

slow & clear
It's important that you understand...those are the only two issues in selling real estate today..._____ are we clear on that? Great!

#7 - I've prepared what we call a Comparative Market Analysis... There are two parts to this research... Part one...we call...fantasy land...what homeowners list homes for...Part two...we call...reality...what real estate agents list and sell them for...

We're going to have to...decide tonight...where you're going to spend your time...let's go through the two parts together...(go through the CMA quickly!)

#8 - Now that you've seen these prices...I'm going to recommend a price of \$ _____ Will you (name)...list your home with me... for that price tonight? () Fantastic!

(If they say YES, go to the contract! If they say NO, proceed!)

The Twenty Minute Presentation

#9 - _____ what price do you ^{o emotion} absolutely have to have? () Ouch! ^{magic Ask 2} _{too much}

#10 - Based on that...there are a couple of real important questions I need to ask you...

Specifically...^o why do you feel your home is worth \$ _____ more than your neighbor's?

(Option #1) (Name) in today's market place...that means you've simply brought your home up to selling standard...Right? *

(Option #2) Let me ask you a question...If a buyer wants to buy your home...but...they plan to get rid of _____...the moment they buy your home...How much is it worth then? Exactly!

Did you add that to your home for the next buyer...or...for your own enjoyment?

Did you enjoy it? Great!

If you were purchasing a home...and two similar homes were for sale...one for _____...and one for _____...which would you buy?
_{200,000} _{216,000}

(Option #1) Be Honest!

(Option #2) Wouldn't you want to use the extra \$ _____...to do what you wanted to the home?

Don't you think most buyers would feel just like you? Of course they would.

#11- That's why...I'm going to recommend...again...a price of \$ _____...based on what we know...do you want to ... list your home ... for that price tonight?

* If they agree, go to #11 and close.

Going For Your Price Script

#12 - Do you understand the word...overpriced? Great!

#13 - _____ may I tell you what happens when a property is overpriced?

You have fewer showings...than if it's priced right...meaning...fewer people will even look at your home... just because of your price...And...at your price...you'll be helping the competition sell their home...can I explain?

It's very common when agents show property...that they show the one that is overpriced...in this case...yours... Then they say, "If you like this one at \$ _____, you'll love the one down the street at \$ _____."

_____ can you afford to have that happen? Terrific!

14 - Therefore...I'm going to recommend...again...a price of \$ _____ based on what we know...do you want to... list your home... for that price tonight? Terrific!

Handing Specific Objections Scripts
From Sellers

#1 We want to only give you a 30/90 day listing.

A: I'm sorry...I won't do that...six months is our company policy.

B: I can appreciate that...as we discussed when we set the appointment...it generally takes 3 to 6 months in this market to get a home sold...

So my question is...did you want to list your home for sale tonight...at 10-20% below fair market value...to guarantee an immediate sale within 30/90 days? () Okay!

Then we'll need to stay within the normal listing agreement of () months...therefore...all we need to do now is simply sign the contract...so I can help you get what you want ...in the time you want...won't that be great?

#2 We were thinking about (X) company or we've never heard of your company.

I can understand your concern...and I think you realize a company doesn't sell a home...it's the individual agent's activities...

Do you feel I can sell your home? Terrific!

All we need to do now is simply...sign the contract...so I can help you get what you want...in the time you want...won't that be great?

#3 We'll save the commission by selling it ourselves.

I agree you can save the commission by selling it yourself...are you aware that today over 5,000 homes are for sale...and last month only 500 actually sold? (Wait for answer)

And what's worse...is the fact that only 2% of all For Sale By Owners sell themselves...and 98% are listed and sold by real estate agents...Can you afford to have only a 2% chance of selling your home?

Therefore...all we need to do now is lets do the right thing & simply sign the contract...so I can help you get what you want...in the time you want...won't that be great?

#4 Let's list high, we can always come down later.

That's a valid point...and were you aware that only 3% of the buyers in today's market...will even look at a property...that is 10% overpriced...can I explain?
Great!

17% of today's buyers...will look at properties that are priced fairly...And...80% of today's buyers...are looking for properties that are priced 5 to 10% below fair market value...

If you were a buyer...which properties would you look at? Exactly!

In today's market...we can't afford to lose ^{97%}~~80%~~ of the potential buyers...let's start at \$ 200,000 ...are you prepared to list your home at that price tonight?

All we need to do now is simply... sign the contract...so I can help you get what you want...in the time you want...won't that be great?

#5 We want to think it over.

You're right... this is a big decision...isn't it?

Yet...the decision must be made based upon what you want...correct?

Let's do this...sign the contract tonight...contingent upon your approval within 24 hours...that way we both win...can I tell you how?

You have 24 hours with no pressure...so you can ... feel comfortable...and maybe sleep on it tonight...then I'll call you in the morning...and you simply ... tell me yes ...or no.

If you say no...I'll rip up the contract...and you have no obligation...if you ... say yes...I'll begin marketing your property immediately...either way...

All we need to do now is simply ... sign the contract...so I can help you get what you want...in the time you want...won't that be great?

#6 I have a friend in the business.

I can appreciate that...and almost everyone does...so let me ask you... do you absolutely have to ... sell this home...or...are you just looking to do your friend a favor?

Obviously...you had me out for a reason...right?

Do you feel I can sell your home? Terrific!

All we need to do now is simply ... sign the contract...so I can help you get what you want...in the time you want...won't that be great?

#7 Another agent said they could get me more money.

I can appreciate that...and what you probably don't understand is this...

An agent that will ... list your property ... overpriced...assumes they can take the listing now...and then start beating you up on the price...week after week...is that what you want? Terrific!

(Name) they're afraid to tell you the truth... up front... do you want the truth? Excellent!

Let's do the right thing...and simply ... sign the contract...so I can help you get what you want...in the time you want...won't that be great?

#8 You haven't sold any homes in my area.

That's a valid concern...the obvious reason you'll ... choose me now...is that my company has homes for sale all over the community...

Meaning...we can expose your property to potential buyers from all over the area...do you realize how important that kind of exposure is?

Now...isn't that what you want?

Therefore...all we need to do now is simply ... sign the contract...so that I can help you get what you want...in the time you want...won't that be great?

#9 You're too new or inexperienced versus other experienced agents.

That's a valid concern...and let me ask you...are you aware...there are two kinds of real estate agents?

There are passive and active...(not...new v.s. experienced)...I am an active agent...meaning. . .when you ... sign that contract tonight. ...I will spend all of my time actively marketing your home to the public...and...to the other active agents in town...isn't that what you want?

(So you see...new versus experienced isn't what you're looking for...)

You want someone...who will work actively...and aggressively...to get your home sold...right? Terrific!

All we need to do now is simply ... sign the contract...so I can help you get what you want...in the time you want...won't that be great?

#10a - We want you to cut your commission.

No...any other questions?

#10b - The other agent said he/she would.

I can appreciate that...can I tell you why that makes me nervous?

If other agents do not have the courage...to stand up to you...regarding their own worth...how strong could they possibly be...defending you...and the price we set for your home... _____ I have that courage...do you feel I can sell your home? (Yes) Terrific!

All we need to do now is simply ... sign the contract...so I can help you get what you want...in the time you want...won't that be great?

The key to handling objections is
keeping your emotions under control.

ANOTHER AGENT SAID THEY WOULD LIST IT FOR A HIGHER PRICE

#1.

(NAME), I CAN APPRECIATE YOUR WANTING A HIGHER PRICE...BUT LET ME ASK YOU...DO YOU SIMPLY WANT TO LIST YOUR HOUSE OR...DO YOU WANT TO BE...SOLD AND ON YOUR WAY IN ___ TO ___ MONTHS?

#2

I CAN APPRECIATE THAT...IF I WERE SELLING MY HOUSE, I WOULD WANT TO GET THE HIGHEST PRICE POSSIBLE...BUT LET ME ASK YOU...DID THEY SAY THEY WOULD LIST IT AT A HIGHER PRICE...OR SELL IT AT THAT PRICE?

AN AGENT THAT WILL...LIST YOUR PROPERTY...OVERPRICED...ASSUMES THEY CAN TAKE THE LISTING NOW...AND THEN START BEATING YOU UP ON PRICE...WEEK AFTER WEEK...IS THAT WHAT YOU WANT? TERRIFIC!

(NAME) THEY'RE AFRAID TO TELL YOU THE TRUTH...UP FRONT...DO YOU WANT THE TRUTH? EXCELLENT!

LET'S DO THE RIGHT THING...AND SIMPLY...SIGN THE CONTRACT...SO I CAN HELP YOU GET WHAT YOU WANT...IN THE TIME YOU WANT...WON'T THAT BE GREAT?

WHY DIDN'T YOU SHOW MY HOUSE WHEN IT WAS ON THE MARKET BEFORE?

#1

THAT'S A VALID QUESTION...TO GET A HOME SOLD ONCE, IT HAS TO BE SOLD TWICE...MAY I EXPLAIN? FIRST, IT HAS TO BE SOLD TO THE ACTIVE AGENTS IN THE AREA....THEN THEY HAVE TO SELL IT TO THEIR BUYERS...NO ONE SOLD YOUR HOUSE TO ME.

(IF THE OBJECTION CAME UP WHILE PROSPECTING RATHER THAN WHILE MAKING A PRESENTATION, AT THIS POINT, RESPOND WITH: ARE YOU FAMILIAR WITH THE TECHNIQUES OUR FIRM AND I USE FOR SELLING A HOME? GREAT! WHAT WOULD BE THE BEST TIME TO SHOW YOU..._____ OR _____?)

LET ME ASK YOU...ARE YOU AWARE...THERE ARE TWO KINDS OF REAL ESTATE AGENTS?

THERE ARE PASSIVE AND ACTIVE...I AM AN ACTIVE AGENT...MEANING...WHEN YOU...SIGN THE CONTRACT TONIGHT...I WILL SPEND ALL OF MY TIME ACTIVELY MARKETING YOUR HOME TO THE PUBLIC...AND...TO THE OTHER ACTIVE AGENTS IN TOWN...ISN'T THAT WHAT YOU WANT?

YOU WANT SOMEONE...WHO WILL WORK ACTIVELY...AND AGGRESSIVELY...TO GET YOUR HOME SOLD...RIGHT? TERRIFIC!

ALL WE NEED TO DO NOW...

I HAVE A FRIEND IN THE BUSINESS.

#1

THAT'S GREAT...AND ALMOST EVERYONE DOES...SO LET ME ASK YOU...DO YOU FEEL OBLIGATED TO YOUR FRIEND BECAUSE OF THE FRIENDSHIP...OR...ARE YOU COMMITTED TO YOUR FRIEND BECAUSE...YOU BELIEVE YOUR FRIEND CAN... DO THE BEST JOB?

IF THE RESPONSE IS "YES" CONTINUE WITH THE FOLLOWING: LET ME ASK YOU...IF YOUR FRIEND'S COMPANY FAILS TO PERFORM ACCORDING TO YOUR EXPECTATIONS...HOW WILL YOU FEEL ABOUT FIRING YOUR FRIEND? WITH OUR SELLER'S SERVICE PLEDGE WE GIVE YOU THE RIGHT TO FIRE US IF WE DON'T PERFORM...NOTHING PERSONAL ABOUT IT.

WILL YOU HOLD AN OPEN HOUSE?

#1

LET ME ASK YOU...IS AN OPEN HOUSE IMPORTANT TO YOU?

IF THE RESPONSE IS YES, CONTINUE WITH:

ARE YOU AWARE...THERE ARE TWO KINDS OF REAL ESTATE AGENTS?

THERE ARE PASSIVE AND ACTIVE...I AM AN ACTIVE AGENT...MEANING...I AM NOT GOING TO SIT AROUND AND WAIT FOR A BUYER TO FIND ME...INSTEAD...I WILL SPEND MY TIME ACTIVELY MARKETING YOUR HOME TO THE PUBLIC...ISN'T THAT WHAT YOU WANT?

#2

ARE YOU AWARE THAT A HOME RARELY SELLS AS A RESULT OF AN OPEN HOUSE?...IN FACT...OUR EXPERIENCE .SHOWS... THAT MOST OF THE PEOPLE WHO COME THROUGH OPEN HOUSES... ARE CURIOUS NEIGHBORS AND FOLKS LOOKING FOR DECORATING IDEAS. IS THAT WHAT YOU WANT?

WE WANT TO WAIT UNTIL AFTER THE HOLIDAYS

IF ENCOUNTERED WHEN MAKING A PROSPECTING CALL:

MR. SELLER, IF I COULD SHOW YOU... HOW YOU MIGHT ACTUALLY PUT... MORE MONEY IN YOUR POCKET... BY GOING AHEAD RATHER THAN WAITING, WOULD YOU GIVE ME 20 MINUTES OF YOUR TIME?

GREAT! WOULD _____ OR _____ BE BETTER FOR YOU?

IF ENCOUNTERED WHEN MAKING A PRESENTATION:

_____, MAY I ASK WHY YOU THINK IT WOULD BE BETTER TO WAIT?

SELLER RESPONDS WITH SOME VERSION OF IT BEING AN INCONVENIENT TIME:

_____, I CAN APPRECIATE THAT...BUT DID YOU REALIZE...THAT BECAUSE OF THE TIME OF YEAR...THE BUYERS WHO ARE IN THE MARKET... ARE FEWER BUT HIGHLY MOTIVATED...AND AS A RESULT... YOU WILL ACTUALLY HAVE FEWER SHOWINGS BUT TO MORE HIGHLY MOTIVATED BUYERS...AND...WITH FEWER SHOWINGS... YOU'LL BE INCONVENIENCED LESS THAN YOU WOULD AFTER THE FIRST OF THE YEAR.

SELLER RESPONDS THAT THEY THINK THE MARKET IS BAD DURING THE HOLIDAYS:

_____, I CAN APPRECIATE YOUR THINKING THAT...MANY SELLERS DO. IT MIGHT SURPRISE YOU... TO KNOW THAT NOVEMBER AND DECEMBER ARE ACTUALLY TWO OF THE VERY BEST MONTHS TO SELL A HOME. MAY I EXPLAIN? ALTHOUGH THE NUMBER OF BUYERS IN THE MARKET ARE FEWER...THEY TEND TO BE THE MOST HIGHLY MOTIVATED BUYERS. IN ADDITION TO HAVING THE MOST MOTIVATED BUYERS...THERE ARE FAR FEWER HOMES ON THE MARKET FOR THEM TO CHOOSE FROM. THAT MEANS YOU HAVE THE BEST OPPORTUNITY TO GET THE MOST FOR YOUR HOME RIGHT NOW...NOT AFTER THE FIRST OF THE YEAR WHEN EVERYONE ELSE PUTS THEIR HOME ON THE MARKET.

SELLER INSISTS THAT THEY WANT TO WAIT:

_____, DO YOU REALIZE THAT BY... WAITING...YOU COULD ACTUALLY... LOSE MONEY? LET ME EXPLAIN...BY... WAITING...YOU RUN THE RISK... THAT INTEREST RATES WILL GO HIGHER...AND EVEN A SMALL INCREASE... IN THE INTEREST RATES WILL ELIMINATE... A LARGE PORTION... OF THE BUYERS... WHO WOULD CONSIDER YOUR HOME NOW. ADDITIONALLY, THERE WILL BE ALOT MORE HOMES ON THE MARKET AFTER THE FIRST OF THE YEAR... WHICH WILL GREATLY INCREASE THE COMPETITION FOR YOUR HOME. IF YOU COMBINE... FEWER QUALIFIED BUYERS... WITH INCREASED COMPETITION...THERE WOULD BE STRONG DOWNWARD PRESSURE ON THE VALUE OF YOUR HOME. CAN YOU AFFORD TO RUN THAT RISK?

Find Another House 1st

Concern

1. House will sell too fast
2. Nothing out there they'd like / No where to go
3. 2 moves - into apt then house

Have negotiating advantage when you find house you want to purchase when you're not even on market

Have you been out there to look, have you seen any you liked? Why didn't you buy it?

Ask Q's & Listen to Answer

My job expose property to as many ^{qualified} buyers as possible how many can you expose it to?

Proprietor

You're in driver seat - closing date - wouldn't you rather have offers to turn down! Just b/c an offer comes in, you're not obligated to accept it → point of negotiation

No Lockbox - 3:30 - 4 pm

- 1. People walking in on them
- 2. Security
- 3. Pets

- ∴ your home is effectively off the market w/o a lockbox
- Let's play R6, put yourself in agent's shoes
Can't say exactly when be @ your house
- If no showings, no offers
- I might not be the one who sells your home
- I'll be out aggressively marketing your house to other agents
- Have you seen a lockbox, we need who comes in
in track who has ~~access~~ed your house
- Sometimes we don't have luxury of knowing in advance
& I'd hate for you to miss out on the most
highly motivated buyer - looks during day - isn't that
the kind of buyer you want for your home?