PROSPECTING SCRIPTS

PRE-QUALIFYING THE LISTING PRESENTATION

Before I come out . . . There are a number of questions I need to ask you . . . OK?

1. 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 _____?

2. Are you planning to interview more than one agent for the job of selling your home?

3. Tell me again . . . where are you moving to?

4. How soon do you have to be there? (3 months) Great!

5. When I see you. . .how much do you want to list your home for? (Whatever they say)
   As a professional real estate agent. . .I study homes and prices everyday. therefore I assume
   you'll. . .**list with me**. . .at a price that will cause your home to sell. . . correct?

   So, what is the price you won't go below?

6. How much do you owe on the property? ($100,000) Excellent!

7. *Have you ever thought about selling your home yourself? (No) Terrific!
   (Yes) Interesting! **(If they are already a FSBO, refrain from asking question 7)*

8. Will you help finance the home for the buyer . . .or do you want your cash out?

9. Would you please describe your home for me?

10. I'll be sending over a package of information. . .will you take a few mo ments and review it?
    Thanks!

THE PRE LISTING PACKET

Follow this process verbatim. It will help you secure a higher percentage of the listing presentations you go on. Remember, if you can increase your closing percentage, you're earning additional income without any additional time invested!

Step 1	**Pre-qualify** 100% of all prospects 100% of the time **NO EXCEPTIONS!**
Step 2	**Mail or Deliver a Pre-Listing Package consisting of:** 1. Sold Statistics (if beneficial) 2. A Completed Listing Contract, together with all addendums 3. My Objectives are the Following 4. Five Testimonials on One Page 5. A completed Net Sheet if requested by the seller
Step 3	Call the prospective seller to confirm they've received and have reviewed the Pre Listing Package and All are prepared for your Appointment. **Use Your Script**.
Step 4	Be certain to show up physically, mentally and emotionally. Be well rested and on time. Use your first 30 seconds to make a great first fessional and **First Impression**
Step 5	**Use the Listing Presentation Script Verbatim**

That's it! This will make your listing appointments more efficient. Providing the seller detailed information to digest before you arrive makes you look like the professional that you are.

LISTING INTERVIEW

Name _____ Date _____

Address _____

Phone _____ E-Mail _____

1. Take a quick look at the home.

2. Sit at the kitchen table or stand:

3. I wrote down 3 very important questions for you . . .

   A. Do you absolutely have to sell your home? Fantastic!
   B. Will you . . .price your home to sell? Great!
   C. Do you. . .want me . . To handle the sale for you? Excellent!

   (If you client replies "yes" to all three questions, go directly to the listing paperwork)

4. At the end of my presentation tonight, 1 of 3 things will happen:

   A. You'll have the opportunity to **list your home with** me . . . Or
   B. You'll decide not to **list your home with me** . . . Or
   C. I'll decide not to take your listing, and any one of these three things are perfectly fine!

5. Let's review the questions I asked you over the telephone. . .

   A. You said you were moving to _____, correct?
   B. You said you had to be there by _____, right?
   C. You would like to price your home at _____, is that correct?
   D. And, you said you owe approximately _____, does that seem accurate?
   E. Now, you weren't planning to sell this home yourself were you? _____Terrific!
   F. You do (do not) want your money out of the sale of your property, correct? ____ Great!

6. There are only 2 issues we have to look at tonight: #1: **Your motivation to sell** this home and #2 **the price we s**et on your home. It's very important that you understand those are the only 2 issues in selling real estate today. Do you have any questions about that? _____ Great!

7. I've prepared what we call a Comparative Market Analysis. There are 2 parts to this research. Part 1 we call "*fantasty land"*! That is what homeowners **list** homes for. Part 2 we call *"reality"!* That is what real estate agents **list and sell** houses for.

   We're going to decide tonight where you're going to spend your time. Let's go through the two parts together. . . *(Review the CMA at this point)*

8. Now that you have seen these prices, I'm going to recommend a price of $ _____.
   Will you *(name)* **list your home with me** for that price tonight? Terrific!

9. What price do you absolutely have to have? $ _____ Ouch! That may be cause for concern.

10. Based upon that, there are a couple of very important questions I need to ask.

    A. Specifically, **why** do you feel your home is worth $_____ more than your neighbors?

    Option A: *(Name)* In today's market, that means you've simply brought your home up to selling standard, correct?

    Option B: So, allow me to ask, if a buyer wants to buy your home but they plan to get rid of *(recite whatever the amenity or feature they spend money on to update, etc.)* the moment they buy your home, how much is it worth then?

    Did you add that to your home for the benefit of the next buyer or did you add that for your own enjoyment? Great! If **you** were purchasing a home and 2 similar homes were for sale, one for $ _____ the other for $_____, which would you buy? Exactly! 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? Exactly!

11. Based upon what we know, I'm going to again recommend a list price of $_____.
    Do you want to **list your home with me tonight** for that price?

    (Go directly to the listing paperwork or now you must make a decision on a price. Do you take it at your price or at their price?)

12. *(Name)* do you realize what it means to have a home "overpriced"? Terrific!

13. May I tell you what happens when a property is **overpriced**? You have fewer showings than if it's priced properly, 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. May I explain?

14. There, I'm going to recommend, once again, a price of $_____, based soley on what we know. Do you want to **list your home with me** for that price tonight?
    Tremendous!

    (If the client say yes, yet still insists on starting at a higher price, either smile and take the listing or discuss the "Listing High and Coming Down Later" objection and handler)

THE LISTING PRESENTATION SCRIPT

ONE, FIVE AND TWENTY MINUTE PRESENTATION

Hi...thanks again for having me over...I'm excited about getting your home on the market...and getting it sold…

Do you mind if I take a quick look at your home?

I wrote down 3 very important questions for you . . .

1. Do you absolutely have to sell your home? (Whatever they say) Fantastic!
2. Will you . . .price your home to sell? (Whatever they say) Great!
3. Do you...**want me**...To handle the sale for you? (Whatever they say) Excellent!

If at this point, they agree to list the property with you at the indicated market value price, proceed directly to signing the listing contract and all related addendums, and disclosures

THE PRESENTATION OF THE MARKET ANALYSIS

4. *(Name)* at the end of my presentation tonight. . .one. . .of three things will happen. . .

   A. You'll have the opportunity to **list your home with** me . . . Or
   B. You'll decide not to **list your home with me** . . . Or
   C. I'll decide not to take your listing, and any one of these three things are perfectly fine!

5. Let's quickly take a moment to review the questions I asked you over the telephone. . .

   A. You said you were moving to _____, right?
   B. You said you were moving because _____? … Is that right?
   C. You said you had to be there by _____ . . .correct?
   D. You would like to price your home at _____, right?
   E. And, you said you owe _____, . . .is that right?
   F. Now, you weren't planning to sell this home yourself were you? _____Terrific!
   G. You did (or did not) want your money out of the sale of your property, correct? ____ Wonderful

6. Now. . . there are only 2 issues we have to look at tonight: number one: **Your motivation to sell** this home and number two **the price we s**et on your home.

7. I've prepared what we call a Comparative Market Analysis. There are 2 parts to this research. Part 1 we call "*fantasty land"*! That is what homeowners **list** homes for. Part 2 we call *"reality"!* That is what real estate agents **list and sell** homes for. We're going to decide tonight where you're going to spend your time.

8. The purpose of the Comparative Market Analysis. . .is to determine the value of your home. . .in the eyes of a **buyer**...Do you know how **buyers** determine value?

9. Buyers determine value by comparison shopping. They look at the price of your home based upon its features and benefits, and compare it with the features and benefits of similar homes that have sold recently or are currently on the market. Does that make sense?

10. For example...if you were going to purchase a new car...and one dealership had a care for $20,000 and another dealership had the same car for $20,000...but….it had a CD Player and fancy rims...Which car would be more valuable? . . .Why?

11. What if the first dealership...put the car with NO CD player and rims...on sales for $15,000...Which would be a better value then? . . .Why?

12. So. . .you can see. . .that if you want to increase value:
    a) Lower the price . . . Or . . .
    b) Add more features and benefits . . . For the same price . . .Does that make sense? Good!

13. So. . .unless you are planning to add more features and benefits to your home. . .Are you? . . . (No . . .) **price** is the **ONLY** issue. . .Can I show you what I mean?

    a) This home is just like yours . . .
    b) How many bedrooms?
    c) How many baths?
    d) How many square feet?
    e) Do you know this neighborhood?
    f) Have you seen this house?

    (Based on the features and benefits of the home tell them)

    1. Your house is better
    2. This house is a little better than yours
    3. This house is very similar to yours

    (Justify what you said by comparing their features and benefits)

g) What price are they asking?

h) Look how long it's been on the market?

i) you need to be in _____ by _____ . . .right?

14. What price do you fell we should use . . .to create value in the eyes of the buyer … and get someone to decide to buy your home versus the competition?

(If their price is unrealistic proceed to #17)

15. Now that you've seen those prices. . . I'm going to recommend a price of $ _____ . . . Will you (name)...**list your home with me**...for that price tonight?

16. 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?!!

17. *(Name)* what price do you absolutely have to have? ( ) Ouch!

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

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

20. (Name) in today's market place...that means you've simply brought your home up to selling standard. . .right?

21. All home needs *(Whatever improvement or enhancement the seller made)* . . . Right?

22. 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!

23. Did you _____ to your home for the next buyer . . .or . . .for your own enjoyment?

24. If you were purchasing a home. . .and two similar homes were for sale. . .one for _____ and one for _____ . . . Which would you buy?

25. Wouldn't you want to use the extra (amount of money). . . To do what you wanted to the home?

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

27. That's why. . . I'm going to recommend. . .a price of $_____. . . Based on what we know… do you want to . . .**list your home with me**. . .for 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 your want. . .won't that be great?

POWERFUL CLOSES FOR A PRICING PRESENTATION

1. If I had a Cadillac that was worth $15,000. . . And I was advertising it for $25,000. . . Under what conditions would it sell?

    A) Only if there were no other Cadillac's available. . .right? Or. . .if there was something incredibly unique. . .that could be valued as being worth $10,000 more than a normal Cadillac . . . Does that make sense?

    B) Have I shown you other homes on the market similar to yours? So buyers have other options. . .don't they?

    C) So the only issue is. . .Are your extras so incredible and unique. . .that someone would be willing to pay $ ____ more . . . When they could buy the one down the street and upgrade it to their own personal taste. . .for the same money. . .Does that make sense?

    D) Did you buy this home with all the extras?. . . Or did you add them for your own comfort end enjoyment?

    E) Base on that . . . What price is the obvious choice?

2. I'd rather receive 10 offers and give us the power to negotiate. . .than list at your price. . .and not receive any offers at all . . . (Name). . . Let's start tonight at _____. . . Go ahead and **sign the contract.**

3. I'll put the home on the market. . .at that price. . .for the next two weeks as an experiment. . . If we have lots of showings and no offers. . .the market is telling us it's priced too high. . .If we have no showings and no offers. . .then the market is telling us this price is waaaaay too high!

    A) So let's do this. . .Sign an automatic price reduction form. . .and I'll only submit it. . .after we agree. . .the market says it's too high . . .

    B) Go ahead and **sign the contract**

POWERFUL CLOSES FOR LISTING PRESENTATION

1. Do you feel I can sell your home? **Sign the contract.**

2. Is there anything else stopping you from listing your home with me tonight? Sign the contract.

3. As a professional service. . .and to start our relationship. . .I'll call the agents you still have appointments with. . .and cancel the appointments for you. . .Would you like to know what I'm going to say?

   A) "They thought you were terrific. . .They wanted to give you a chance but. . .I convinced them to. . .**list with me tonight**! If you have any buyers. . .go ahead and bring them by. . .the lock box will be on the door tomorrow morning!"

   B) Let's make a list of who I need to call.

4. Mr. & Mrs. Seller. . .Based on your time frame. . .what you want for your home. . .and the marketing and exposure you need. . .I'm the right person for the job. . .Put me to work for you right now. . .**Sign the contract**.

5. Have you noticed that all REALTORS® say basically the same thing?

   A) Let me show you how I separate myself from my competition. . .(Show track record)

   B) (Name). . .I sell ____ homes per year while my competitors average ____ per year. . .

   C) If you were going to hire a doctor to perform surgery. . .would you hire someone who does it now and then. . .or. . .the doctor who's done it day in and day out for year?. . .Why?

   D) I agree! Go ahead and **sign the contract**.

6. When would you like to receive your first offer?. . .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?!

HANDLING OBJECTIONS
SCRIPTS FOR SELLERS

1. **We want to only give you a 30, 60, 90 day listing.**

   I'm sorry. . .I won't do that. . .6 months is out company policy. . .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? Sign the contract. . .

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 fell 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? **Sign the contract**. . .

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 ___ homes are for sale. . .last month only _____ actually sold. . .that's a _____ month supply of homes. . .if no other homes come on the market. . .and. . .last month _____ homes went on the market! (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?

   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?

   Sign the contract!

HANDLING OBJECTIONS SCRIPTS FOR SELLERS

4. **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. . .when you. . .sign the contract tonight. . .we can expose your property to potential buyers from all over the area. . .do you realize how important that kind of exposure it?

Now, isn't that what you want?. . .Of course it is!

5. What do you do to sell homes?

That's a valid concern. . .and let me ask you. . .are you aware. . .that 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 tie actively marketing your home. . .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 is simply. . .**sign the co**ntract. . .so I can help you get what you want. . .in the time you want. . .won't that be great? **Sign the contract**.

6. We want you to cut your commission

No. . .any other questions? **Sign the contract**

7. 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. . .(Name), I have that courage. . .do you fell 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? **Sign the contract**.