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**