



Seller Rapport Building

Friendship is the most important skill

What do you love most about your house?

What improvements did you make to the house?

Why did you buy your house?

Rapport Building at the House

Compliment the items they said they loved about the house.

Compliment their improvements –later you can request a change.

Find knickknacks to build rapport. Dogs, motor cycles, family etc.

[Figure out who the decision maker is by saying this]:

Who wants to give me the grand tour?

Focus and look at the decision maker a lot.

Be their best friend first.

Tell them a CMA does not tell the whole story. You need to look at other factors.

Give a market update & stats.

Do you have any questions?

Great, here is my pen. You can sign right here. I'm excited about getting started.