

KWU Scripts Catalog: Volume 3: Lead Generation

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Acknowledgments

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Allied Resources

Asking for Help

Petitioning a Past Client: Script #1

AGENT: Hi, this is _____ with Keller Williams Realty. Do you have a minute? I need your help. I was hoping with all of your contacts that you might know someone who may be ready to buy or sell some real estate. *[Listen to the response.]*

I would like to send you a few of my cards in case you hear of someone who may need my services later. If you think of someone, please keep me in mind.

Petitioning a Past Client: Script #2

AGENT: One more thing, *Mr. Allied Resource*. I'm ready to help another family, and I need your help. Are your family or friends going to be interested in buying or selling their home? Please call me with names and phone numbers. Will you do that for me?

Petitioning a Past Client: Script #3

[I keep things very friendly with my past clients. I will talk socially and find out how they're doing using FORD (Family, Occupation, Recreation, and Dreams), because I actually do want to know. Nevertheless, I keep putting little pieces of real estate into the conversation. If they mention, for instance, a new baby, I'll use the opportunity to say, "Oh, wow—time for a bigger house?" Or I'll let them know how much their house has appreciated, and suggest that they take that appreciation and put it into a larger home.]

AGENT: Hi. Just calling to check up on you and see how you're enjoying your property. I also wanted to let you know that a couple of houses just sold down the street at this price: _____. You paid _____ dollars back in _____ (date) so your property has appreciated _____ (amount). Perhaps you're thinking now is a good time to capitalize on that.

Petitioning a Past Client: Script #4

[The amount and type of rapport building that you do at the start of the conversation will depend upon how well you know this person. Use the FORD technique to build rapport: Family, Occupation, Recreation, and Dreams.]

AGENT: Hello, _____! This is _____! How are you today?

ALLIED RESOURCE: *Fine. How are you?*

AGENT: Couldn't be better. How's the family?

ALLIED RESOURCE: *They're doing great.*

AGENT: I'm glad to hear that. Say, the reason I'm calling is that I was hoping to get 10–20 minutes of your time in the next few days. I'm making some changes to my business and would like to share some of them with you. I really value your opinion and would like to share what I've learned and get your feedback. Could I stop by tomorrow at 4:00 p.m. or would 6:00 p.m. be better?

ALLIED RESOURCE: *6:00 p.m.*

AGENT: Great, I'll see you then!

Petitioning a Past Client: Script #5

Tip!

FORD stands for: **F**amily, **O**ccupation, **R**ecreation, **D**reams.

AGENT: Hello, *Mr. Allied Resource*! It's good to see you! Thanks for having me over!

ALLIED RESOURCE: *It's good to see you too.*

AGENT: Are you still doing a lot of ...? *[Do rapport building using the FORD technique.]*

ALLIED RESOURCE: Yeah, we go every Sunday ...

(continued on next page)

Petitioning a Past Client: Script #5 (continued)

AGENT: *Mr. Allied Resource*, I appreciate you taking the time to help me. You see, I recently attended a seminar where I learned some interesting statistics. The speaker said that, on average, most people know at least five other people who are buying or selling real estate in a given twelve-month period. The reason I share that with you is that I'm trying to test this statistic. *Mr. Allied Resource*, think before you answer: during the last twelve months, did you personally hear of five people who were considering buying or selling real estate?

ALLIED RESOURCE: *Actually, no.*

AGENT: So maybe you don't represent the average. I'm finding, on average, that five or more is very common.

ALLIED RESOURCE: *Really!*

AGENT: *Mr. Allied Resource*, the reason I am sharing this with you is that I would like to ask that in the future, when you hear of these opportunities, would you be willing to give me a call with the person's name and telephone number?

ALLIED RESOURCE: *Sure, no problem.*

AGENT: Thanks, I really appreciate it. I understand that you take a risk when you refer a friend or acquaintance, because if I were to make a mistake, that might be a reflection on you. I want you to know that my relationship with you is too important and that anyone you refer to me will be treated with the utmost care and professionalism.

ALLIED RESOURCE: *I appreciate that.*

AGENT: *Mr. Allied Resource*, the reinvention of my business involves succeeding through people that I know. This allows me to spend more time with my customers, rather than having to search for new customers among the masses. Does this make sense?

ALLIED RESOURCE: *Yes.*

AGENT: *Mr. Allied Resource*, I appreciate your commitment. Would it be okay with you if I inquired from time to time about potential customers so we can really test the statistic I talked about earlier?

PLACE HOLDER

Petitioning a Past Client: Script #6

[The amount and type of rapport building that you do at the start of the conversation will depend upon how well you know this person.]

AGENT: Hello, _____! How are you today?

ALLIED RESOURCE: *Fine. How are you today?*

AGENT: Great. How's the family?

ALLIED RESOURCE: *They're doing fine too.*

AGENT: I am in the neighborhood handing out a complimentary market report.

ALLIED RESOURCE: *Thanks ... so you're still in the real estate business?*

AGENT: You bet! Do you know of anyone who might be selling or buying a home?

ALLIED RESOURCE: *No, I can't think of anyone.*

AGENT: By the way, do you have plans to sell or buy in the near future?

ALLIED RESOURCE: *Not right now.*

AGENT: If you hear of anyone who might be buying or selling. Would you give me a call?

ALLIED RESOURCE: *Sure.*

AGENT: *Great. I would really appreciate that. Don't hesitate to call.*

Petitioning a Past Client: Script #7

PAST CLIENT: Hello?

AGENT: Hello. I'm looking for Mr. Past Client.

PAST CLIENT: This is Mr. Past Client.

AGENT: Good morning, Mr. Past Client. This is _____ with Keller Williams Realty. Do you have just a moment today?

PAST CLIENT: Sure.

AGENT: Perfect. Mr. Past Client, have you been getting the mailings we've been sending to you?

PAST CLIENT: I received several.

AGENT: Excellent. I'm curious—have they been helpful for you?

PAST CLIENT: Yes.

AGENT: Great. It's important to me that we offer value to you. Because, as you know, I am committed to being your agent for life. I was calling to ask for your help.

PAST CLIENT: Okay.

AGENT: I was wondering who you might know who is considering buying or selling real estate who may need our help in the next 30, 60, or 90 days.

PAST CLIENT: I can't think of anyone right now.

AGENT: You can't think of anybody right now. Okay, well, I really appreciate your taking the time to think about it. How about even at work or even in the neighborhood? Is there somebody considering making a move that we might lend a hand to?

PAST CLIENT: My coworker is thinking of moving closer to work. Just talking about it, nothing serious.

AGENT: So right now he just has it as a consideration, not an absolute.

PAST CLIENT: Right.

AGENT: Great. What's exciting about that is that it's the perfect time for—is it a he?

PAST CLIENT: Yes.

AGENT: Great. It is the perfect time for me to talk to him. Can I share with you why?

PAST CLIENT: Please.

(continued on next page)

Petitioning a Past Client: Script #7 (continued)

AGENT: If he's considering making a move, then he needs to talk with someone like me who can explain to him the benefits of moving, and also the costs and liabilities so that he can make an informed decision as to whether to stay or to go. That makes sense, right?

PAST CLIENT: Right.

AGENT: And what is the gentleman's name?

PAST CLIENT: Rob.

AGENT: Rob. And would it be okay if I contacted him?

PAST CLIENT: I think so. I'd have to check. He may say he's not really serious about moving.

AGENT: Right. Absolutely. And it is possible that, with some additional information, he may decide not to make a move. And it is possible that, with some additional information, he may say, "You know what? This is a perfect idea." But you know, either way, all he really needs is a trusted adviser who can give him the information that serves him best, right?

PAST CLIENT: He'd appreciate that.

AGENT: Great! What's his office number.

PAST CLIENT: His number is _____.

AGENT: Fabulous. And is it okay if I mention you when I call, or would you prefer that I not?

PAST CLIENT: No, we work next to each other. It's fine.

AGENT: Great. Thank you for the opportunity—you won't regret it. Okay?

PAST CLIENT: Thanks.

AGENT: Perfect. Is there anything that we can help you with today?

PAST CLIENT: No.

AGENT: Great. Well please know that, even between buying and selling, there are a lot of questions that come up and we completely understand that. The only question that would ever bother me is the question you don't ask. Okay?

PAST CLIENT: Okay.

AGENT: Have a great day, and thank you for your time.

Petitioning a Past Client: Script #8

Use this script with clients you know well.

AGENT: Hey, it's _____. I'm just calling to check in. *[Using FORD, start with asking about family.]* How's the family? How are the kids? *[Listen to the response and move on to occupation.]* How's work going? I've been hearing of layoffs, how have you been doing? Do you have job security? Everything going all right? *[Listen to the response and move on to recreation.]* Did you guys do anything fun this last summer? *[Listen to the response and move on to dreams.]* What are your plans now for the future? *[Listen to the response and wait for an appropriate time to ask for help.]* Oh, by the way, if anybody at work needs any help from me, make sure you let them know about me and I'll be glad to help them out.

Tip!

When using FORD, you are simply using your questions to get the conversation rolling and get back in touch if it's been a while. You have to keep going back to what you talked about and figure out a way to get your message in there.

If You Get Their Voice Mail

Hi, this is _____, just checking in. We haven't talked in a while. I hope everything's all right. If you've done anything great to the house, let me come by and check it out. I am always curious to see what people have done since I sold them the home. No reason for you to call me back. However, if anybody decides they need some help from me, just have them give me a buzz.

Petitioning a Past Client: Script #9

[Pick things that they do, and define their search. Because “Is there anyone you know?” is like asking, “Who do you know in the world?” And the answer’s inevitably, “I don’t know anybody.” Define their search for them and the results will be better.]

AGENT: Hello, Ms. Allied Resource. This is _____. Happy birthday! (or Happy anniversary!, etc.) What’s been happening in your life? *[Open discussion.]* You know, Ms. Allied Resource, I so enjoyed working with you and wanted to know if there is anything I can do for you, your family or a friend. I always want referrals from people I enjoy and respect. I’d love to work with your friends and family. Is there anyone you know in your immediate business—anyone whom you teach with—who might be looking to buy or sell? *[Tailor the question to their lifestyle: type of work, affiliates, clubs or organizations, or hobbies. For instance, you could have asked, “Is there anyone you know with whom you sail?” if you know this is a hobby of theirs.]*

Tip!

Never reward people for only successful referrals. Reward them for any referral. It’s your job as an agent to turn the referral into business.

AGENT: Ms. Allied Resource, I know you refer a lot of people to me. Would you do me a favor? Whenever someone says, “We are looking for a good agent”—and I know you’re good about saying _____ (agent name) is the best—would you just say to them, “I’ve got the greatest agent,” and would you then just say, “I’m just going to call her with your name and number and ask her to call you.” Let me tell you why I’m requesting this, Ms. Allied Resource. If they are just handed a name and number, they’ll misplace it—I know I would, then an opportunity will present itself to them, like an open house or a builder, and they will start working with an agent or a builder representative without ever meeting me. I would love to call them, introduce myself, and give them a chance to make their own decision.

Petitioning a Loyal Vendor: Script #1

AGENT: Because I'm not sending out a lot of marketing pieces, I'm going to ask for your help. However, first I want to know: how can I help you? You've done a wonderful job with our landscaping. Would you like to have other people like us as clients? Every time I meet somebody who I think would work well with you, I'm going to call you and ask you to call them. But when I do, I want you to call them immediately! Will you do that for me? Remember, this raving fan will have been raving about your creativity, professionalism and value!

Follow-Up Call with Vendor after Giving Referral:

AGENT: *Mr. Vendor, Mr. and Mrs. Client* need to put in a yard and finish their landscaping. I've just sold them a large home, and I told them you'd be ideal for their project! Would you please call them? Here's their phone number.

The Next Day:

AGENT: *Mr. Vendor*, did you call *Mr. and Mrs. Client*?

VENDOR: *Yes I did. They're going to do \$10,000 worth of landscaping.*

AGENT: Did you like that experience?

VENDOR: *Yes! I liked it a lot.*

AGENT: Would you like to have more of those?

VENDOR: *Oh my, yes!*

AGENT: Well, here's the idea: I want to refer more people to you! I want you to refer your customers to me! Will you do that for me? Now when you ask for referrals, give them a face. Ask, "Who do you know in your Sunday school class?" or "Who do you know in your golf club?" or "Who do you know in your bridge club who has talked about wanting to buy or sell?" When they tell you, please say, "Oh, I know an agent who is fabulous! She has negotiating power, great contacts, and she is a true professional; why, she takes care of everything in such an easy manner! Wait—we're so delighted to refer her. I'll call her now for you!"

The Next Week:

AGENT: We will take great care of them for you! I so appreciate your trust in us.

Following Up on Mailings: Script #1

AGENT: Hi, Mr. Prospect. This is _____ calling from _____ (team) over at Keller Williams Realty. We are the local real estate company in contact with you over the last several months—sending you free reports on the home buying (selling) process. I wanted to check in with you and make sure that you got the letter (report) that _____ (agent name) sent you this (last) month. Mr. Prospect, I also wanted to find out if you are still planning on making a move in the next few months.

PROSPECT: *It's still a long ways out.*

AGENT: Is there anything we can do for you at this time?

PROSPECT: *No, not right now.*

AGENT: Okay, great. Well, we will follow up with you again next month. In the meantime, if you have any questions, feel free to give us a call. Do you still have the number? *[Give phone number.]* Thanks again, and have a great day.

DONE

Cold Call/Door to Door

Adding to Your Database

Asking for Prospect's Contact Information: Script #1

Using Statistics to Lead into the Question:

AGENT: By the way, *Mr. Prospect*, I was reading the other day that 18 percent of Americans changed their residence last year. Isn't that amazing?

PROSPECT: *Yeah. I didn't know that.*

AGENT: I know, it's hard to believe. Some people are moving up, some people are buying for the first time, some are, you know, downsizing because their children have been raised—people are moving all the time. I was just wondering if you have considered moving at all.

PROSPECT: *No. We love it here.*

AGENT: That's great! By the way, I'm glad to have met you. *Mr. Prospect*, let me ask you this, just in case I needed to send you something, where would the best place be to send it? If it were a little more urgent and I needed to call you, what would be the best number to reach you?

Tip!

What's important in prospecting is that if there's any development of a connection at all, you want to be sure to get the person's name, phone number, and email address, because you're going to follow-up, and the follow-up is the key. You have to be ready to ask for that.

Asking for Prospect's Contact Information: Script #2

Standing in Line at the Supermarket:

This script can be used at the supermarket or anywhere else where you might be standing in line. Your tone should suggest that you are engaging in small talk.

AGENT: Do you have any children? *[Listen to the response.]*
Do you own your home? *[Listen to the response.]*
Do you know anyone who is in the market to buy or sell any real estate in the near future? *[Listen to the response.]*
I don't have a card handy to give you. Could I just jot down your name, address, and phone number? And would you mind if I called you in about a week and a half, because statistics show that, nationally, every American knows at least five people who are looking to buy or sell, but under the pressure of being asked at the grocery store, they just can't think of one off the top of their heads. So, I'd like to touch base with you to see if you remembered one or two.

Asking for Prospect's Contact Information: Script #3

AGENT: Do you have anyone you currently would call if you had questions about the value of your home or about the real estate market?

PROSPECT: *No.*

AGENT: Then I would love to be that person. I would be happy to send you updates. Your name and number is ...?

DOUBLE CHECKED

Asking for Prospect's Contact Information: Script #4

AGENT: Hi, am I speaking with the owner of the home?

PROSPECT: Yes.

AGENT: My name is _____, with Keller Williams Realty. I work with a lot of buyers and sellers in the area and I was wondering: how much time will you take before you'll consider interviewing the right agent for the job of selling your home?

PROSPECT: I haven't considered hiring an agent.

AGENT: Well, what has to happen before you'll consider hiring a powerful agent like me for the job of selling your home?

PROSPECT: I'm really not interested.

AGENT: Is it okay if I give you a call back in another week?

PROSPECT: Sure.

Asking Prospect for Leads: Script #1

AGENT: Good morning. My name is _____. I'm from the _____ (group). We just listed a home in your neighborhood.

or

We have a home for sale right here in your neighborhood. I'm walking through the neighborhood to pass around a little information to everyone and to ask you if you know anyone who's looking to move into the neighborhood that we may help out.

PROSPECT: No one that I can think of right now.

AGENT: Great! Thanks for thinking about that. Who do you know that's looking to just buy or sell in general?

PROSPECT: I don't know anyone.

AGENT: How about yourself? When do you plan on moving?

PROSPECT: Probably no time soon.

AGENT: Thank you very much for your time. The next time I'm in the area, or when I have an open house, I'll stop by and say hello. Goodbye.

Asking Prospect for Leads: Script #2

[This is a script to follow once you've got the prospect talking about their home.]

PROSPECT: *How much is my home worth?*

AGENT: Well, I could certainly give you a range that we could consider at this point in time. Are you thinking about selling your home in the next 3–6 months or in the next 3–6 years?

PROSPECT: *In the next 3–6 years.*

AGENT: What could I tell you now has absolutely no bearing. The market will change between now and then.

If prospect says they are waiting for a year or more before selling:

AGENT: Well, is there any financial advantage to waiting for a year before putting your home on the market?

Asking Prospect for Leads: Script #3

AGENT: Hi, this is _____ with Keller Williams Realty. We just listed a home for sale in your neighborhood on _____ Street. It has _____ bedrooms and _____ baths and the listing price is \$_____. I was wondering ... who do you know that would like to move into your area? *[Listen to response.]* By the way, when do you plan on moving?

Asking Prospect for Leads: Script #4

AGENT: Hi, this is _____ with Keller Williams Realty. We have recently sold a home on _____ Street. It has _____ bedrooms and _____ baths and it sold for \$_____. We know when someone sells a home that usually two or more sell right away. I am curious to know if you plan on moving in the near future.

DONE

DOUBLE CHECKED

Prospect Is Rude: Script #1

You don't know exactly how the way you treat people today will affect you long term. When somebody hangs up, is rude, or never gives you a chance to finish, always send them a card so they know that your intention was not to waste their time. You won't know what kind of response that will produce, but you never know.

—Peggy Richey

PROSPECT: *What do you want? You know, I'm just not even interested in buying or selling my house, so don't call. [Hangs up.]*

[Write a quick little note and mail it to the caller:]

AGENT Dear Prospect,

NOTE: I could tell by your voice that I interrupted your morning. I'm very sorry. The reason for my call was to ask for your help. I'm having an open house on Sunday in your neighborhood. I wanted to ask you if you have a family member or a friend interested in moving there. I would love to invite you or them to our open house. I'm hoping you get this note in time. The event is Sunday _____ (time) at _____ (address).

DONE

DOUBLE CHECKED

Prospecting for Investors

Inviting Prospect to Invest: Script #1

AGENT: Have you ever thought of acquiring a piece of real estate property for income, tax shelter, or business location?

Inviting Prospect to Invest: Script #2

AGENT: Have you ever thought of selling, refinancing, or exchanging your present home or building?

Inviting Prospect to Invest: Script #3

AGENT: From time to time, I come across a property that seems to be a decent property to buy. Do you mind if I contact you when any become available?

Inviting Prospect to Invest: Script #4

AGENT: Have you ever considered buying a second property right here in the neighborhood as an investment property?

Inviting Prospect to Invest: Script #5

AGENT: Would you like a free investment analysis to determine your present after-tax rate of return? You may find a way to create a great tax benefit for yourself.

**DONE
DOUBLE CHECKED**

Inviting Prospect to Invest: Script #6

AGENT: Have you ever thought about purchasing an investment property?

PROSPECT: *We've thought about it.*

AGENT: Let's get together and discuss this option some more. But first, let me tell you a little bit over the phone, so you can decide if it's something that would interest you. A lot of people are purchasing investment properties right now, since the stock market has been doing so poorly. Historically, real estate has always outperformed the stock market. If you put your money into a property, you're more aware of your investment and you've got more control over it than you do if your money is in the stock market. We're seeing very healthy appreciation on investment properties—certainly better than what the stock market's doing. As an example, some people have put 10 or 20 percent down, purchased a property, made some bigger payments on it, and now they own a property that's putting their kids through college. Some folks are using it for retirement. You can really use the rent income to leverage you future.

PROSPECT: *We don't want the headaches of dealing with the maintenance on a second property.*

AGENT: We've got a great property management company we can refer you to. They take care of all the details and you just get a check each month. It costs a little bit more to use them, but you won't have to be involved in the maintenance. That's an ideal situation for some people. On the other hand, some folks want to be more hands on and involved. If that's your situation, we can counsel you on things to watch for and systems to put in place. If you have any questions, we'll be happy to help you.

PROSPECT: *What if we have a tenant that destroys the house?*

AGENT: If you're managing the tenant correctly, that probably won't happen. If you've got a good property manager, you will avoid that situation. The nightmare stories that you hear are usually because the owner didn't have good advice going into the situation. That's why you need a real estate agent who understands the market. It can make a huge difference with the outcome.

PROSPECT: *You can help with that?*

AGENT: Absolutely, that's what we do.

DOUBLE CHECKED

Corporations

Offering to Help with Corporate Relocations

Calling the Corporate Office: Script #1

[The key here is that you are asking yourself, "What are their needs?" and then approaching them with a way to meet their needs. That's better than "Hi, I'm so-and-so. Do you know of anyone looking to move to Austin?"]

AGENT: *Mrs. Executive*, how are you? I'm _____ with the _____ team. By the way, I'd like to apply to be on your recruiting team.

EXECUTIVE: *Our recruiting team?*

AGENT: Yes. I'm watching your company grow, and I know you're the leader of it—and I know that when you're building a growing business, you're constantly on the search for talented people who are going to be able to take your company to the next level. Is that true for you?

EXECUTIVE: *That's true, but where would you fit in with us?*

AGENT: Let me tell you about that, because what happens is you'll typically find the best talent outside the area. Or you'll want someone who is with a similar organization or business located somewhere else. One of the challenges for you, I'm sure, is to get people to be willing to move here to our city, no matter what compensation you offer them, right?

EXECUTIVE: *Right.*

AGENT: Well, one of the things I'm an expert at is helping move people to our city. I've helped many people move here from all over the country. And so, depending on where they're moving from, I can have the names of people who have moved here from there, who love it in our city. I can send your candidate information about our city that would be related to their interests. Things their children are interested in, hobbies they have—I can send them information. When they get here, I'd be happy to drive them around and show them the area, so that they could really see what it's like here, find out the best restaurants and, you know, discover why they would move here. And if you hire them, and they decide to move here, I'll help that transition go very smoothly. I'll even sell them a home.

DOUBLE CHECKED

(continued on next page)

Calling the Corporate Office: Script #1 (continued)

EXECUTIVE: *Interesting. We are vying for some candidates from Michigan who would require relocation.*

AGENT: Great. Well, here's what I'm going to do: I'm going to stay in touch, all right, *Mrs. Executive*? And let me know the minute you have someone and want some information sent to them about our city. You let me know, and let me know what their interests are or, if you'd like, I'd be happy to confidentially call them and help get them that information. Does that sound all right to you?

Calling the Corporate Office: Script #2

Tip!

Keep in mind that most managers and executives at growing companies are very busy. Be respectful of their time constraints. Your goal is to get an appointment.

AGENT: Hello, this is _____ with Keller Williams Realty. Can you spare a minute?

EXECUTIVE: *Yes.*

AGENT: The reason I'm calling is because I provide relocation services that might be of interest to you ... especially if cost containment is an issue. Could I take you out to lunch, so we might exchange information about what's going on currently with relocations. I would also like to tell you about a new seminar which I can provide to your employees on investing in real estate.

EXECUTIVE: *Sure.*

AGENT: Are you available next Wednesday at 11:00 a.m.?

EXECUTIVE: *Yes.*

AGENT: That sounds great. I will pick you up next Wednesday at 11:00 at your office.

If he/she says NO:

AGENT: Are you available on another day to have lunch with me?

EXECUTIVE: *I'm really busy right now and we're really not interested.*

AGENT: I understand. Could I send you a short report on relocation costs?

EXECUTIVE: *I suppose.*

AGENT: Great I'll do that today! What's your email address?

[Send the report, then follow up a week later with another telephone call asking what he/she thought about the report.]

DOUBLE CHECKED

Calling the Corporate Office: Script #3

AGENT: *Ms. HR Specialist*, I know you're the HR director for this company. I'd like to be part of your personnel productivity team.

HR SPECIALIST: *What do you mean?*

AGENT: Well, what I know is that when people transition in and you move them from another part of the country, whether they are with your company or if they're moving from some other company, how smoothly that transition goes impacts their productivity with your company. If the transition is full of problems and hassles and things going wrong, your employee will get distracted and preoccupied, which means you don't get the advantage of their productivity. So I'd like to be your productivity specialist to make sure those transitions happen very, smoothly. Would you be interested in talking about that? I've got a plan, so let's set up a time ...

DOUBLE CHECKED

We Have a Third-Party Company We Work With: Script #1

AGENT: Yes. So if we had sold it directly, without adding those fees into it, we would have saved you a lot of money, right? Now the second place you would save money is for people coming in to join your company. This is an area where the subtle tactics by relocation companies are often overlooked. You see, when an employee you have is moving into town, that third-party relo company is going to assign that to an agent, and they're going to charge your company a relo fee, sometimes as much as 35 or 40 percent of the commission. They're going to assign that to an agent. Now, any agent who will work for that arrangement is not going to be, on average, the best agent. They'll be the ones who are looking for business, not ones who have it coming to them. Not like my situation, where my clients send me business. I have a lot of repeat business, so I don't need to take referral business from people who are going to try to keep most of the commission. Right? The best agents aren't going to take that business. Now, here's what happens: your person is moving into town and they're assigned to an agent, one who may not be the best agent.

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We Have a Third-Party Company We Work with: Script #1 (continued)

AGENT:

The agent is just going to get your person into a home. They are not necessarily going to advise that person about whether they're paying the best price for that home. Okay—that's not a problem for you, because that person just moved into town. But let's say that employee ends up wanting to move. That's when the fact that they bought at a bad price starts to come back to hurt your company, because you're going to offer them a relocation package, and you're going to pay the differential between what you buy the house for and what the relo company sells it for. Now, because the relo candidate paid too much, you end up paying a lot as they go out. That's one of the things that I specialize in, helping people not buy homes that not only suit their needs and match the kind of neighborhood they want to live in, but which are also good buys. This means that when the time comes to sell, there will be a greater likelihood that they'll have substantial equity, and the house will sell in the premarketing time and won't cost their employer additional money. Does that make sense?

DOUBLE CHECKED

DONE

Expired Listings

First Call to Expired Listings Seller

Number One Agent in Properties Sold: Script #1

Tip!

If you get an answering machine, instead of “when would be a good time for you”, you might end the message with, “please call us at your earliest convenience at _____.”

AGENT: Hello, this is _____ with Keller Williams Realty. And we're _____ County's number one agent in properties sold. We specialize in homes that should have sold but didn't. We noticed that your home did not sell in the marketplace and wondered if you were still interested in selling. We just sold _____ homes last month and _____ of them were our own listings. So we really focus heavily on trying to get our listings sold. If you are still interested in getting your home sold, we would love to meet with you. Is there a good time for you?

Number One Agent in Properties Sold: Script #2

AGENT: Hello, this is _____ with the _____ group, and I noticed that your property has expired on the MLS. Are you still interested in selling your home?

SELLER: Yes, I am.

AGENT: Have you interviewed for an agent to represent your interests?

SELLER: I think I'm going to stay with the agent that I had.

AGENT: Okay. Do you have a reason for why your house didn't sell? Do you have an idea what might have happened?

SELLER: It's just a really rough market right now.

AGENT: That's true. Are you familiar with me? Have you come across my name in the marketplace?

SELLER: Yes.

DOUBLE CHECKED *(continued on next page)*

Number One Agent in Properties Sold: Script #2 (continued)

AGENT: That's because I am the top resale agent in _____ County. We have a phenomenal marketing system, and I also give service second to none. I have an average-days-on-the-market rate of ____ days, versus a ____ day average in the marketplace. We definitely have a systematic approach to real estate that makes our properties sell. I'm wondering if may come over to your home and sit down to show you what we can do to get your property sold.

If I Had a Buyer for You, Would You Consider Selling?: Script #1

AGENT: Hello, *Mr. and Mrs. Expired*. This is _____. I was going through some old files and noticed that your home had been for sale for ____ months, and I was wondering—if I had a buyer that was interested in seeing your home, would you still consider making a move?

If they say YES:

AGENT: Great, would it be okay if I asked you a few questions?

1. If we sell the home for you, where would you move? Would you stay local or leave the area? *[Listen to the response.]*
2. Did you have a time frame in mind as to how soon you hoped to make that move? *[Listen to the response.]*
3. Is there any flexibility in your price if a buyer were to make an offer? *[Listen to the response.]*

Great, I have some time tomorrow between _____ and _____ to come and look at your home and give you some advice. What time would be best for you?

If they say NO:

AGENT: Okay, I appreciate that. Just out of curiosity, while I've still got you on the phone, if the home had sold when you had it on the market, where were you planning on going to? Were you staying local or leaving the area? *[Listen to the response.]* Well, it doesn't cost anything to have your home on the market and if you could get the price you want out of your home, it would be a win-win situation for everyone that is involved. Do you think that would be something you would be interested in?

Qualifying an Expired Listings Seller: Script #1

Tip!

The key to prospecting for Expireds is to overcome their disappointment and position yourself as the knowledgeable, dependable, trustworthy, results-oriented professional they are looking for.

AGENT: Hi, I'm looking for Mr. or Mrs. Seller.

SELLER: *Speaking.*

AGENT: Hi, Mrs. Seller, this is _____ with Keller Williams Realty. I am sure you know, by now, that your home came up on the computer as an expired listing, and I was calling to see if and when you plan on interviewing agents for the job of selling your home? *[Listen to the response.]*

If you sold this home, where would you go next? How soon do you have to be there? *[Listen to the response.]*

Mrs. Seller, what do you think stopped your home from selling? *[Listen to the response.]* How did you happen to pick the last agent you listed with? *[Listen to the response.]* What did that agent do that you liked best? *[Listen to the response.]* What do you feel they should have done? *[Listen to the response.]* What will you expect from the next agent you choose? *[Listen to the response.]* I would like to apply for the job of selling your home. Are you familiar with the techniques I use to sell a home? *[Listen to the response.]* What would be the best time to show you ... this evening, or would tomorrow be better?

Qualifying an Expired Listings Seller: Script #2

AGENT: I was calling because your home showed up on my computer as an expired listing. I was wondering when you plan on interviewing agents for the job of selling your home. Would you mind if I interviewed for that position? Would _____ (date/time) or _____ (date/time) work better?

DONE

DOUBLE CHECKED

Qualifying an Expired Listings Seller: Script #3

SELLER: *I've had other agents call me already, and I have appointments setup with four of them.*

AGENT: Would you mind telling me what you're looking for in a new agent?

SELLER: *Somebody I feel comfortable with.*

AGENT: Well, what's going to make you feel comfortable?

SELLER: *Someone I can talk to who will be honest with me.*

AGENT: You want someone who's going to be honest with you and communicate with you. If I can show you both of those things when we get together tomorrow, will you go ahead and put your home on the market with me?

SELLER: *Yes.*

Qualifying an Expired Listings Seller: Script #4

AGENT: Hi, this is _____ with the _____ group. I'm sure you figured out by now that your home came up on my computer as an expired listing. I am calling to see when you plan on interviewing the right agent for the job of selling your home.

SELLER: *Never.*

AGENT: You don't think you'll ever look for one again?

SELLER: *No.*

AGENT: Really. If your home would have sold, where would you have moved?

SELLER: *Dallas.*

AGENT: So you were trying to move to Dallas.

SELLER: *Right. I'm thinking of giving up.*

AGENT: Have you bought a home in Dallas?

SELLER: *No.*

AGENT: Do you need to get this one sold first before finding something else?

SELLER: *Yes.*

DONE

(continued on next page)

DOUBLE CHECKED

Qualifying an Expired Listings Seller: Script #4 (continued)

AGENT: How soon do you want to be there?

SELLER: *By the second quarter.*

AGENT: By the second quarter? What do you think stopped your home from selling?

SELLER: *It just wasn't marketed well.*

AGENT: Any other reason?

SELLER: *My agent just wasn't there for me. No communication. I'm jaded. I don't think I'll try to sell now.*

AGENT: I can understand that. How did you pick the last agent?

SELLER: *The phone book.*

AGENT: So you looked in the phone book and picked the big ad?

SELLER: *Right. It was a company name I'd seen before.*

AGENT: What did that agent do that you liked best?

SELLER: *He started out strong and went over his plan in detail. But, after that, the communication dropped off.*

AGENT: What do you feel he should have done?

SELLER: *At least been consistent*

AGENT: What do you feel you're going to expect from the next agent you choose?

SELLER: *Constant communication and marketing.*

AGENT: You want good communication and thorough marketing? Well, I'd like to apply for the job of selling your home. Are you familiar with the techniques I use to sell homes?

SELLER: *No, I'm not.*

AGENT: When would be the best time to explain my techniques to you?

SELLER: *Saturday.*

AGENT: Saturday it is then. Will all the decision makers be present when I come out on Saturday morning?

SELLER: *Yes. Both my wife and I will be there.*

AGENT: Just to be clear on things, if I can sit down with you, figure out why your home didn't sell, show you how I can get it sold for you in the next 4–5 weeks, keep the communication up, and do a good job consistently marketing your home, would you go ahead and put your home on the market with me?

SELLER: *If it looks like that was going to happen.*

Qualifying an Expired Listings Seller: Script #5

DONE

SELLER: *I already have appointments set up.*

AGENT: Oh, you do? If I could show you a plan that would get your home sold in the next 4–5 weeks, and net you more money than the average agent, would that be of interest to you?

SELLER: *Yes.*

AGENT: Why don't we get together and I'll go through my services with you. The worst thing that could happen is that we decide not to work together. You would come away from the meeting knowing that you had another top agent look at your home.

Qualifying an Expired Listings Seller: Script #6

AGENT: Hi, this is _____ with Keller Williams Realty. I noticed that your home has expired. It was on the market for 180 days. Why do you feel it didn't sell?

SELLER: *Poor agent.*

AGENT: I hear that often. Are you familiar with the services we provide?

SELLER: *No.*

AGENT: Has anyone ever explained to you what it takes to sell a home in today's market?

SELLER: *No.*

AGENT: May I come by and just take a look at your home? I could probably point out some things that might help you it. No obligations. If you like what I have to say, we can set up an appointment to talk some more about it.

SELLER: *Okay. I'll be interviewing other agents too.*

AGENT: I hear that a lot too and I'm not concerned about that. Something else I hear quite often is: "It's a bad market." There's really no such thing as a bad market. It's really the way the home is positioned in the market. Are you aware of that?

SELLER: *What do you mean?*

DOUBLE CHECKED

(continued on next page)

Qualifying an Expired Listings Seller: Script #6 (continued)

DONE

AGENT: There could be several reasons for your home not selling. One reason could be the way the home has been presented to the public—the way they see your home and perceive it could be the problem. Second, it may have never been positioned in the market, meaning that it didn't have exposure to the market. Or third, it may have been the price. What do you think, *Mr. Seller*?

SELLER: Price, maybe. I never received any good advice on that.

AGENT: Did you set the price or did your agent set the price—or did you set it together?

SELLER: My agent, who is my brother-in-law, set the price.

AGENT: Were you doing your brother-in-law a favor, or were you looking to get your home sold?

SELLER: A favor originally.

AGENT: Do you want to keep it on the market for the next three months, or do you want to sell it?

SELLER: Sell it.

AGENT: I'm here to help you sell your home, not list your home.

DONE

Qualifying an Expired Listings Seller: Script #7

Tip!

Delivery is key. You want to convey in your voice and responses that you are listening, by repeating back what the seller says, and affirming it with words of encouragement. The most effective communication is when you make it about them, not you.

AGENT: Good morning, *Mr. Seller*! This is _____ with Keller Williams Realty, and I'm sure you figured out that your home came up in our computer as an expired listing, and my reason for calling is to see when you plan on interviewing the right agent for the job of selling it.

SELLER: I'm thinking of going with my previous agent.

AGENT: So you haven't talked with any agents yet, but until I called, you were thinking of going with your previous agent?

SELLER: Correct.

AGENT: Terrific. If you sold this home, where would you go to next?

(continued on next page)

DOUBLE CHECKED

Qualifying an Expired Listings Seller: Script #7 (continued)

SELLER: *I'd continue with my plans to move to Michigan.*

AGENT: You'd continue with your plans to move to Michigan. That's awesome! How soon do you have to be there?

SELLER: *I was hoping to be there by second quarter.*

AGENT: So you were hoping to be there by now.

SELLER: *Yes.*

AGENT: I see. Mr. Seller, I'm curious—what do you think stopped your home from selling?

SELLER: *I don't think it was marketed well.*

AGENT: So you don't think it was marketed well. Yet you were considering, until I called, working with the same agent.

SELLER: *He promised we're going to work out the kinks.*

AGENT: You've been on the market how long?

SELLER: *Five months.*

AGENT: For five months. Hmm. Okay. Now, how did you happen to pick the last agent you worked with?

SELLER: *He was my brother-in-law's friend.*

AGENT: He was your brother-in-law's friend. I guess that didn't necessarily qualify him for the job of selling your home, did it?

SELLER: *He hasn't proven himself yet.*

AGENT: Sure, he hasn't proven himself. And you've given him five months to do that, correct?

SELLER: *Right.*

AGENT: What did that agent do, if anything, that you liked best?

SELLER: *He was always available.*

AGENT: So he was always available. And here's a really important question. What do you feel he should have done?

SELLER: *Well, he could have brought more buyers by.*

AGENT: So he could have actually shown your home more, and perhaps had a higher likelihood of selling it.

SELLER: *I don't think he showed it nearly enough.*

AGENT: I understand. What would you expect from the next agent you choose?

SELLER: *To find a buyer.*

DOUBLE CHECKED (continued on next page)

Qualifying an Expired Listings Seller: Script #7 (continued)

AGENT: To find a buyer. Terrific. And have you already chosen an agent to work with?

SELLER: *We haven't made a decision.*

AGENT: You haven't made a decision. Wonderful. Mr. Seller, I'd like to apply for the job of selling your home. Are you familiar with the techniques that I've used to sell ____ homes this year?

SELLER: *No.*

AGENT: You're not. What would be the best time to share with you our proven marketing approach? I'm actually available this afternoon at 1:00 p.m. or tomorrow at 10:00 a.m. What's more convenient for you?

SELLER: *Tomorrow at 10:00 a.m.*

AGENT: Perfect. Now, I'll be in touch with you tomorrow morning to confirm our appointment, and I'll have a few other questions as well. Is between 8:00 a.m. and 9:00 a.m. a good time to give you a call?

SELLER: *Sure, I should be home.*

AGENT: Super. Now, I'm going to have a packet of information dropped off with you today. Are you going to have time to review that information prior to our meeting?

SELLER: *What is it?*

AGENT: It's information that will help you understand how we assist you. It may help to point out some of the differences between other agents and me. There are also some things in there that will need your attention in advance; for example, the seller's disclosures that you had completed previously. We'll have a new one of those delivered to you as well. Does that make sense?

SELLER: *Sure. Could you highlight what I need to pay attention to?*

AGENT: Rest assured, we've taken care of that for you. There will be a list in there of everything you need to go over. All you need to do is follow it. One, two, three.

SELLER: *Sounds great, I look forward to it.*

AGENT: I look forward to meeting and talking with you tomorrow. I especially look forward to getting your home sold. Won't that be great?

SELLER: *That would be a dream.*

AGENT: Perfect. Dreams do come true, by the way. I'll talk with you

tomorrow morning.

DOUBLE CHECKED

Exploring the Four Reasons Homes Don't Sell: Script #1

AGENT: Hi, my name is _____, with Keller Williams Realty. I recently pulled your home up on my computer and I was wondering if it is currently for sale. My computer shows your home listing to be expired. Why do you feel your home didn't sell?

SELLER: *I don't know!*

AGENT: It's been my experience there are four reasons homes don't sell: Price, promotion, presentation, and professional handling.

How do you feel your home was priced? *[Explore this with the seller.]* How do you feel your home was promoted? *[Explore this with the seller.]* Does the home show well? *[Explore this with the seller.]* Did you use an agent or consultant?

SELLER: *What do you mean?*

AGENT: Well, an agent makes a lot of assumptions and does a lot of telling, and a consultant asks a lot of questions and does a lot of listening.

Bottom line, I want you to understand that I'm a real estate consultant and I specialize in homes that should have sold but didn't. If you wouldn't be offended, I'd love to come by, introduce myself, gain an understanding of exactly what you're needing in a successful transaction, and then together we can decide if a win-win relationship can be created.

Specializing in Hard-to-Sell Homes: Script #1

AGENT: Hi, I was wondering if your home is still for sale.

SELLER: *Yes.*

AGENT: Great! My name is _____ and I am with Keller Williams Realty. I specialize in selling hard-to-sell properties. If I sell your home in the next twenty-one days, are you still able to move?

SELLER: *Yes.*

AGENT: I would like to give you some information that will help you sell your home. I have some appointments in your area this afternoon, could I drop by around 6:00 or 7:00 p.m.?

SELLER: *I am afraid neither of those times works for me.*

AGENT: With your permission I could leave it in your mailbox. Would that work?

Issuing a Verbal Guarantee: Script # 1

AGENT: I have a system to nearly guarantee that your home will sell. It will take me about fifteen minutes to go over it with you. Would you like to see it this evening around 7:15 p.m.?

Are You Still Interested in Selling?: Script #1

AGENT: If you could get what you wanted from this home now [pause], would you put your home on the market today?

SELLER: Yes.

AGENT: Let's set an appointment today.

Leaving a Voice Mail Message: Script #1

AGENT: I noticed that your listing at _____ expired recently, and I was calling to see if you still had an interest in selling your property. If so, would you please contact _____ with the _____ team at Keller Williams Realty?

Leaving a Voice Mail Message: Script #2

AGENT: I noticed that your listing on _____ recently expired, and I was calling to see if you intended to relist that property, or try to sell that on your own. So would you please call me at _____?

Leaving a Voice Mail Message: Script #3

AGENT: Hi, Mr. and Mrs. Expires, my name is _____. I'm a real estate agent with Keller Williams Realty, and I was calling today because I noticed that your house went off the market last night. I sell a lot of homes in your neighborhood, and I've got a great marketing plan that I'd love to share with you. If you are still planning on selling, please give me a call—I think you'll really like what I do to sell a home. My number is _____. That is my direct line and you can catch me there, day or night. Thanks, and good luck with whatever you do.

Leaving a Voice Mail Message: Script #4

[Leaving a message is a good way to communicate with a large amount of people, especially since many people screen their calls. This script can be very powerful when spoken in a strong, confident, energetic voice.]

AGENT: Good morning. This is _____ with Keller Williams Realty, and as you know, your property came up in our computer as an expired property. As somebody who's sold ____ homes so far this year, I was wondering, do you want to sell your home? If you do, please call me, _____ (name), at _____ (telephone). Thank you.

Leaving a Voice Mail Message: Script #5

Just Sold a House Down the Street:

AGENT: Hello, this is _____ with Keller Williams Realty. And we're _____ County's number one agent in properties sold. We specialize in homes that should have sold but did not. We noticed that your home did not sell in the marketplace and wondered if you were still interested in selling. We just sold the home down the street, on _____ (street). The buyer came through our marketing plan, and we've got the best plan in the area. If you are still interested in getting your home sold, please call us at _____.

Leaving a Voice Mail Message: Script #6

AGENT: I noticed that your home recently came off the market, and I have some interest in it. I have some unique marketing ideas that nobody else is using right now that I'd like to share with you. Please call me at _____ at your earliest convenience.

DONE

DOUBLE CHECKED

Face-to-Face

Qualifying an Expired Listings Seller: Script #1

AGENT: Hello, is this Mr. Seller ...?

SELLER: Yes.

AGENT: My name is _____ from Keller Williams Realty. I noticed that your home no longer shows up in the MLS. I'm curious if you are still interested in selling.

SELLER: Yes, I am.

AGENT: Mr. Seller, one of my specialties is working with properties that have not sold. I was wondering, do you happen to know why your property didn't sell? *[Listen to the response.]* What if it were something else? If I could show you how to get top dollar in today's market, would you be interested in meeting with me?

SELLER: No, thank you. I'm relisting with my current agent.

AGENT: I understand, but since your home hasn't sold, was it your intention to not get a competitive bid?

SELLER: What do you mean?

AGENT: Well, all real estate agents are not alike and since your home didn't sell, and there's a reason it didn't sell, I was just wondering if you would be offended if I asked for your permission to present you with a competitive analysis and proposal.

SELLER: Well sure, I see no harm in that.

AGENT: Does tomorrow or the next day work for you?

SELLER: Tomorrow.

AGENT: Would you prefer morning, afternoon, or evening?

SELLER: Evening.

AGENT: And what time do you finish dinner?

SELLER: By 7:00 p.m.

AGENT: So, would 7:00 or 7:30 p.m. be best for you?

SELLER: 7:00 p.m.

AGENT: Wonderful! I look forward to seeing you tomorrow at 7:00 p.m.

DONE

DOUBLE CHECKED

Following Up With Expireds

Leaving a Voice Mail Message: Script #1

AGENT: Hi, *Mr. Expired*. This is _____ on the _____ team at Keller Williams Realty, following up on our conversation last week. I understand you have a contract to close on your property next week. Just following up, as I promised I would, to make sure that things are going smoothly for you and that you are still on schedule to close on _____. Give me a call at your convenience and let me know how things are going.

Leaving a Voice Mail Message: Script #2

Tip!

Try to keep the time between initial call and follow-up call as brief as possible. You don't want it to be three months from now. Because there may be a time when you do that and discover that the person listed the month before.

AGENT: *Mr. Expired*, this is _____ again. I called you back in _____ (month) when your house went off the market. You gave me permission to give you a call in _____ (month), so that's what I'm doing. Have you reconsidered the issue of putting your house back on the market?

DONE

DOUBLE CHECKED

Objections to Hiring an Agent

Bad Experience with a Previous Agent: Script #1

AGENT: Hi, my name is _____, with Keller Williams Realty. I recently pulled your home up on my computer, and I was wondering if the home is currently for sale. My computer shows your listing expired. Why do you feel that your home did not sell?

SELLER: *That agent ...*

[If they get rude, go straight to the "Bottom Line ..."]

There is a definite difference between real estate agents and real estate consultants. Basically, the difference is that agents make a lot of assumptions and do a lot of telling, and consultants ask a lot of questions and do a lot of listening.

AGENT: Bottom line, I want you to understand that I am a real estate consultant and specialize in homes that should have sold but didn't, and if you wouldn't be offended, I'd love to come by, introduce myself, gain an understanding of exactly what you're needing in a successful transaction, and then together we can decide if a win-win relationship can be created and if I'm the professional who will handle the job of selling your home. Would that be possible? How about tomorrow at _____?

DONE

DOUBLE CHECKED

Bad Experience with a Previous Agent: Script #2

These two questions work well for me: “What did your last agent do best?” and “What did you think he should have done?” Also, in every prospecting phone call that I make, I try to get to the “passive” vs. “active” marketing distinction.

—Rick and Teri Brenkus

SELLER: *The house wasn’t marketed well.*

AGENT: What did your previous agent do that you liked best?

SELLER: *He kept in contact with me regarding showings. But he didn’t keep in contact much beyond that.*

AGENT: So he kept in contact with you, but beyond that you didn’t feel like you were getting the exposure that you wanted?

SELLER: *No.*

AGENT: What do you think he should have done?

SELLER: *He could have been more aggressive in marketing my home.*

AGENT: Yes, I understand. Are you familiar with “passive” vs. “active” marketing?

SELLER: *[Yes or No. Either way, script continues as follows:]*

AGENT: It’s almost self-explanatory, but most agents take a passive marketing approach. They put up a sign, put the listing into a computer, then sit back and wait for somebody else to show the house. Sounds like that’s what happened to you.

SELLER: *Probably.*

AGENT: We take a completely different approach. We take an active, aggressive approach. We take out six pages in a couple of home magazines. We spend between \$15,000 to \$20,000 on servicing and marketing each month. We’re proactively marketing on the telephone anywhere from twenty to thirty hours a day, following up with the buyer we’re working with. That’s one of the ways our team was able to sell _____ house last year. Which would you rather have—passive or active marketing? When is a good time for us to get together and go over how that can happen? It should take only fifteen or twenty minutes. Would this evening be good, or do you think this weekend would be better for you?

Large figures should be spoken slowly so that the listener has time to grasp the significance of the expenditure or amount.

—Rick and Teri Brenkus

DOUBLE CHECKED

Bad Experience with a Previous Agent: Script #3

SELLER: *I had a bad experience with my last agent. I really want to do it myself this time.*

AGENT: I can understand and appreciate that. There are three different steps in this process. The first step has been completed—you identified for me that you had a bad experience. The second step is for me to explain the experience you would have working with my team. The third step would be for us to meet. You can be reassured that you'll never have a bad experience with our team. We'll handle all the details for you. Would it be all right for me to bring a list of testimonials with me when we meet? You can go ahead and call my past and current clients. But it sounds like we need to get together because you still want to move, right? So would tomorrow at 4:00 or 5:00 p.m. work for you?

Bad Experience with a Previous Agent: Script #4

SELLER: *I had a bad experience with my last agent. I don't want to work with another agent.*

AGENT: Do you mind if I ask why you feel that way? *[Listen to response.]*
I am sorry to hear about that. I would like to apologize on behalf of the entire industry for what that agent did and didn't do. Why don't you let me stop by and show you how Keller Williams agents take a totally different approach? When could we chat?

Bad Experience with a Previous Agent: Script #5

AGENT: I'm really sorry to hear that you've had such a poor experience. Can you tell me a little about what happened?

SELLER: *I didn't get feedback after showings—I had to call the agents myself to find out how things went.*

AGENT: You had to call them?

SELLER: Yes.

AGENT: I am so sorry. I assure you, there are a lot of good real estate agents or representatives available. Selling your home is a big deal— isn't it? It's a lot of money.

SELLER: *Money and stress.*

DOUBLE CHECKED *(continued on next page)*

Bad Experience with a Previous Agent: Script #5 (continued)

AGENT: You could defend yourself in a lawsuit, but you probably wouldn't want to, would you?

SELLER: *No.*

AGENT: When you get sick, you go to the doctor, right?

SELLER: *True.*

AGENT: The same applies to real estate. When you have something of this magnitude that needs to be dealt with, you really need to be dealing with the best professional you can find. That's a job I'd like to apply for. Think of it in those terms—you have the choice, whether you hire me or not. I'd like the opportunity to sit down, introduce myself, and let you know what it is that the _____ team does to sell as many homes as we do. I can give you a reference list as long as your arm. Shall we meet this evening at 6:00 p.m., or would tomorrow at the same time be better?

SELLER: *This evening should work.*

The only thing you're doing in this script is closing for an appointment. You're not trying to sell yourself. You're closing for the appointment.

—Monty Willis

Bad Experience with a Previous Agent: Script #6

SELLER: *I've worked with an agent before and it didn't seem to do much good.*

AGENT: I understand. Everyone has had some type of bad experience during a business transaction. Would you mind if I came over to find out more about your transaction—what went wrong, where it may have fallen apart, and what we could do different from the other agent. This will help me determine how we can get your house sold for the highest amount of money in the shortest amount of time in order to meet your goals. Many agents do not pay attention to the seller's goals. We do far more than just put the house in the Multiple Listing Service and wait for it to sell. We actually do a needs analysis on what your goals are in selling your house, your time frame, and what's the most important thing to you about selling the house. We keep that information and try to exceed the expectations we've created.

DOUBLE CHECKED

We Want to Stay with Our Previous Agent: Script #1

SELLER: *I want to stay with my previous agent.*

AGENT: May I ask you a couple of questions? How long did you have your home listed with your previous agent?

SELLER: *Around three months.*

AGENT: Okay. Why, if you're going to use that agent, did you let it expire in the first place?

SELLER: *I needed some time off.*

AGENT: I more than understand that. Sometimes people don't want to bother with showing their homes over the holidays or during busy times. During the time you had it listed, what kind of response did you get from the agents who showed it?

SELLER: *Didn't get too much feedback. They wanted repairs, and thought it might be priced too high.*

AGENT: Did your agent call and give you feedback after every showing?

SELLER: *I had to remind him sometimes.*

AGENT: Really. We have a system in my office in which my assistants download the showings every day, and we call the agents once a day until they respond. Sometimes an agent doesn't respond, but at least we communicate that to the homeowner. That keeps them informed. That feedback, *Mr. Seller*, is imperative to address two or three major issues. The most important is what people think of the condition of your house. And that's not just the condition of your house in and of itself, but also in relation to the entire marketplace. So it would include your location, your price, and your condition, compared with other houses that are listed. That calculation would tell you if your house was overpriced or underpriced, if it needed repairs, or did not need repairs. At that point, you can decide whether you want to lower your price, do some repairs, or the best way to go to the next level of trying to sell it. Have you gotten that kind of advice from your previous agent, _____ (agent's name)?

SELLER: *No.*

AGENT: Really. I would certainly appreciate the opportunity to sit down and talk to you. We can do a market analysis and see if there's something I could offer you that you haven't gotten in the past. Of course, it's always your decision, *Mr. Seller*. You're welcome to go back to your other agent, and that's not a problem. But I'd certainly like to put my hat in the ring and show you what I've got. I know you'll find it's something of benefit to you.

SELLER: *Okay.*

We Want to Stay with Our Previous Agent: Script #2

DONE

SELLER: *I've decided to stay with my last agent.*

AGENT: If I were able to save you several hundred dollars, possibly several thousand, on the sale of your home, would you still want to work with your previous agent?

SELLER: *I've been working with my brother-in-law, so I have loyalty to him.*

AGENT: Would you consider changing agents if you could save possibly several thousand dollars? *[Ask this with a slight chuckle.]*

SELLER: *I would consider that.*

We Want to Stay with Our Previous Agent: Script #3

SELLER: *I think I'm staying with my previous agent.*

AGENT: I think that's a great idea. What do you think they're going to do differently in the future that they haven't done up to this point?

SELLER: *We're going to be a little more aggressive in marketing my home.*

AGENT: So that's kind of like someone preparing for a track meet once they've already started running the meet. Do you think that person will run at their highest level if they're trying to train during the race?

DONE

SELLER: *I don't know. I'm hoping we get better results.*

AGENT: Do you know how sometimes you have two choices, each with a 50 percent chance of being the right choice, and you end up making the wrong choice? You say, "I wish I had made that other choice," true?

SELLER: *Yes, I know what you mean.*

AGENT: Well, that time is just like this situation. Don't you think it would be beneficial to learn about all the options so that you don't make the same mistake twice?

SELLER: *That's true. But my last agent and I feel like we've just started to get the ball rolling on our marketing campaign. I think I should see it through.*

AGENT: Why, I think that's a great idea. So, let me ask you then, when are you going to be relisting your home with your current agent?

DONE

SELLER: *Sometime soon, I hope.*

AGENT: Are you clear on what your new marketing plan will be?

(continued on next page)

We Want to Stay with Our Previous Agent: Script #3 (continued)

REVIEWED 2/22~

SELLER: *He hasn't revealed it to me yet.*

AGENT: How about if I come over and spend ten or fifteen minutes with you; that way, you can find out what our marketing plan is and you can compare what we do with what he does. That way, you can make sure that his marketing plan will be on track with what's right for you. Would that be all right?

SELLER: *That would be great.*

We Want to Stay with Our Previous Agent: Script #4

AGENT: Hi, this is _____ with Keller Williams Realty. I'm sure you've figured out that your home came up on our computer as an expired listing. I was calling to see when you plan on interviewing the right agent for the job of getting your home sold.

SELLER: *I have an agent and I think I'll stick with him.*

AGENT: I can appreciate your loyalty. What leads you to believe that if you relist your home with your current agent, that you'll get different results this time? He didn't sell in the first six months. Why would you think it would be any different in the second six months?

SELLER: *It seems like the market's been slow.*

AGENT: I think this is a good reason for you and me to get together and discuss this. Let me give you a third-party objective opinion on the situation. What do you think stopped your home from selling?

SELLER: *My agent says it's the market.*

AGENT: We haven't experienced that here at Keller Williams Realty. How did you happen to pick the last agent you worked with?

SELLER: *My brother-in-law recommended him.*

AGENT: What do you feel he could have done better?

SELLER: *More marketing and showings. He says he'll be more aggressive if we relist with him.*

AGENT: That is, after all, the agent's job—to get showings and get the home sold, isn't it?

SELLER: *Right.*

AGENT: I would like to apply for the job of selling your home. Are you familiar with the techniques that I use to sell homes.

SELLER: *No.*

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We Want to Stay with Our Previous Agent: Script #4 (continued)

AGENT: What would be the best time to show you? How about this evening at 6:00 p.m. or I could do it perhaps at 5:30 or 6:00 p.m. tomorrow.

SELLER: *I suppose I could meet tomorrow.*

AGENT: Before I come out, there are a few questions I need to ask you so I can get a better idea of what's going on. Do you mind if I ask those questions now?

SELLER: *No.*

AGENT: If I sell your home in the next thirty days, does that pose a problem for you?

SELLER: *That would be ideal.*

AGENT: What happens, though, if your home doesn't sell?

SELLER: *I'll have to postpone my plans to open that burger joint.*

AGENT: Really. Okay, that's interesting. You know, when I see you, how much do you want to list your home for, realistically?

SELLER: *Realistically, \$200,000 to \$250,000.*

AGENT: Between \$200,000 and \$250,000. That's quite a range. As a professional real estate agent, I study homes and prices every day. And therefore, I assume that you'll list with me at a price that will allow your home to sell, correct?

SELLER: *Yes.*

AGENT: So what is a price you won't go below?

SELLER: *\$220,000*

AGENT: How much do you own on the property?

SELLER: *\$70,000*

AGENT: Would you quickly describe your home for me?

SELLER: *It's on a cul-de-sac, two-car garage, and a backyard pool.*

AGENT: It sounds wonderful. On a scale from 1 to 10, with 10 being the best, how would you rate your home compared to other homes in your neighborhood?

SELLER: *It's probably an "8."*

AGENT: An "8." What would make it a "10"?

SELLER: *It needs a new driveway and some landscaping.*

AGENT: Are those things you're willing to take care of during the course of selling it?

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We Want to Stay with Our Previous Agent: Script #4 (continued)

SELLER: *I'd need some advice.*

AGENT: I'm going to be out tomorrow night. Is there anything positive or negative about your home that would affect the price?

SELLER: *It's mauve and doesn't blend with the neighborhood.*

AGENT: Is there anything else that you're planning on doing to the home before I start showing it to my buyers?

SELLER: *I hadn't planned to do anything to it.*

AGENT: We can talk about that when we get together. And by the way, when did you want me to actually start bringing buyers through your home? You said you were a little burned out. But if I had buyers this weekend, would you be available for that?

SELLER: *I'm reluctant to say because I haven't made a decision to hire you yet.*

AGENT: Certainly. I understand that. I'm going to send over a package of information this afternoon by courier. Would you take a few minutes to review it?

SELLER: *Sure.*

AGENT: Great. Do you have any questions before I come out?

SELLER: *No. Other than, can you tell me why my home didn't sell?*

AGENT: That's exactly why I'm coming over. When we get together tomorrow evening at 6:00 p.m., that's one of the things we're going to discuss in depth. You know, I've only spoken to you. Are there any other decision makers?

SELLER: *No. I'm by myself.*

AGENT: 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 tomorrow evening?

SELLER: *I would consider it.*

AGENT: "Consider it" is all I can ask at this point. Our meeting's only going to take between twenty and forty minutes. That includes any and all paperwork that will need to be signed. Is that okay?

SELLER: *Yes.*

AGENT: Great. The only thing I'm going to need from you is a copy of your deed, a land survey if you have one, and a spare key for showing the house. Is that okay?

SELLER: *Yes, I have one. We can talk about that.*

AGENT: Great. I look forward to seeing you tomorrow evening at 6:00 p.m.

We Want to Stay with Our Previous Agent: Script #5

- SELLER:** *It's too much work to switch to another agent. We're just going to stay with our previous agent.*
- AGENT:** Would you say the previous agent tried everything in their power to get your home sold when they had it listed? You would hope so, right? Considering that's how they get paid—from the commission on the sale of your home. And wouldn't you think that any possible buyer looking in this price range would have heard about your home from their agent? Yet none of them have actually bought your home. So, once your home goes back on the market with your current agent, they have already exhausted all their own leads. The agent will be left to "sit and wait" and hope that a buyer appears from somewhere. Fortunately, when you list with me, I'll expose your home to a whole new set of contacts and leads and I will get it sold for you. *[Offer two appointment options.]*

We Want to Stay with Our Previous Agent: Script #6

A red rectangular box with a thick border, containing the word "DONE" in large, bold, red capital letters.

- SELLER:** *We really like our previous agent, so we're going to stay with her.*
- AGENT:** I'm curious to know what the agent said she will do differently this time through. Let me explain the difference between a passive agent and an active agent. A passive agent waits for buyers to come to them, hoping the Multiple Listing Service will sell the home. An active agent, like myself, actually gets on the phone and prospects every day looking for qualified buyers for your home. I know if I don't sell your home, it costs me time and money—and in the end, an unsatisfied customer, whom I look to for referrals. Do you see why I sell ___ percent (85 percent) of the inventory I list, ranking me above the average agent's efficiency level of ___ percent (45 percent)? I have some time available today at _____ or _____ (times) to discuss some strong marketing strategies.

A yellow rectangular box with a thick border, containing the word "DONE" in large, bold, red capital letters.

We Want to Stay with Our Previous Agent: Script #7

- AGENT:** Hi, *Mr. Expired*, this is _____ on the _____ team at Keller Williams Realty. How are you doing today?
- SELLER:** *Great.*
- AGENT:** Great to hear. I noticed that your home at _____ recently expired on the MLS, and I was wondering if you still had any interest in selling it.
- SELLER:** *I do.*
- AGENT:** I noticed that when it expired, it was listed at \$224,900. Is that the price that you're still trying to get for it?
- SELLER:** *We are. But I think we're considering staying with our prior agent.*
- AGENT:** Really. I noticed that you were listed with them for 180 days and the listing expired. Why do you feel that they're going to get your goals accomplished when they didn't get them accomplished during the last 180 days?
- SELLER:** *They told us the market was off, but they're optimistic about the next couple months.*
- AGENT:** Wow. Well, that's an interesting point. I tell you what I'd like to get together with you to share what the _____ team can do for you. To show you how we've been selling. We've sold more than _____ homes this year-to-date.

DONE

We Want to Stay with Our Previous Agent: Script #8

- AGENT:** Hi, *Mr. Expired*, this is _____ with Keller Williams Realty. I was calling because I saw that your home went off the market. Did you know that?
- SELLER:** *I wasn't aware of that.*
- AGENT:** Okay. You know, it's funny how many people don't know when their house goes off the market. I sell a lot of homes in your neighborhood, using a great marketing plan that I want to share with you. Are you still planning on selling?
- SELLER:** *I may go back with my previous agent.*
- AGENT:** The one thing I do is sell a lot of homes. I call people with homes listed on the expired listings every day. When a person isn't sure they want to go back to their agent, I usually find there was a problem. What were you unhappy with about your last agent?

DONE

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We Want to Stay with Our Previous Agent: Script #8 (continued)

SELLER: *I didn't feel like they were doing what they promised.*

AGENT: Well, that's a real common problem. But I do what I promise. I can show you everything I do when I sell a house. I do extensive marketing, I put you on six different websites, I do the virtual tours, and so on. You're going to get extremely good marketing.

SELLER: *My last agent and I had poor communication.*

AGENT: We're very strong on communication. First of all, you can always reach me on my cell phone. I have a full-time assistant so there's always someone in the office during the weekdays that you can reach. On the weekends I answer my cell phone, I return my phone calls, and we also send out a weekly update telling you what's happened during the past week in advertising or showing feedback, and so on.

SELLER: *I felt like the house wasn't marketed well.*

AGENT: Right. Well, it sounds to me like you still want to sell, and you're not sure you want to go back with your other agent. It sounds to me like you're probably going to interview other agents. Can we set up an appointment where I may show you what I do?

SELLER: *I'm not sure with this house-selling. I'm going to rest before putting it back on the market.*

AGENT: Okay, Mr. Expired, so you're not going to be putting it back on the market?

SELLER: *Someday, maybe.*

AGENT: I understand—it's no fun selling a house. I understand that very, very well. Do you think you will be selling it in the next several months?

SELLER: *I hope to.*

AGENT: Okay, great. Well, why don't I do this: why don't I put you on my follow-up list? I'm not a real pressure person, but I would like to follow up with you in a few weeks to see if you've changed your mind or have gotten over your exhaustion. Would you mind at all if I called in two weeks?

SELLER: *No, that would be fine.*

AGENT: Great. I'll call you two Mondays from today. Oh, and be looking for the information I'll be sending you in the mail. And would you please pull my card out of the package, even if you throw away the rest? Go ahead and pull out my card and stay in touch with me if you change your mind.

We Want to Stay with Our Previous Agent: Script #9

- AGENT:** Good morning, *Mr. Seller!* This is _____ with Keller Williams Realty, and I'm sure you figured out that your home came up in our computer as an expired listing. My reason for calling is to see when you plan on interviewing the right agent for the job of selling your home.
- SELLER:** *We're going to go with the agent we listed with before.*
- AGENT:** Okay, that's great: What do you think they're going to do differently this time that they didn't do before?
- SELLER:** *Well, I don't know.*
- AGENT:** See, that's the part that really scares me about what you're suggesting. You're essentially going to assume you're going to get different results by doing the same thing. And of course, you're aware of the definition of insanity, right? Essentially, it's expecting different results while still doing exactly the same thing.

We Want to Interview Several Agents: Script #1

DONE

- AGENT:** Great. I would really like the opportunity to talk with you first, because after you see our marketing plan, see what we do, and see how our team works, I feel confident you'll want to list your home with us. I don't think you'll find anyone that will do the job that we do in your area.

We Want to Interview Several Agents: Script #2

Tip!

Once you get the listing, tell the seller that you'll be happy to contact the other agents they were going to meet with.

Say to the other agents: "_____ has just listed with us, but they wanted you to be the first to know that we've put it on the market, in case you have a buyer for it. We'd be happy to co-op with you ..."

- AGENT:** I can certainly understand why you may feel you need to meet with them since you made an appointment, but can I just ask you this—what do you think they can or will do that I can't do won't? Why don't we do this: Just get this agreement signed tonight so I can start working your home right away, and I will call the agent you were going to meet with and tell them I twisted your arm but they are invited to bring a good buyer. Doesn't that sound good?

DONE

We Want to Interview Several Agents: Script #3

SELLER: *I'll meet with you, but I'm also going to be meeting with other agents.*

AGENT: I think that's a great idea. Let me ask you, when is your first meeting with the next agent you're planning to meet with?

SELLER: *We have something set up for the day after tomorrow, at noon.*

AGENT: I have some time tomorrow, either at noon or at 4:00 p.m.—which one of those times would be better for you?

Only Agents Who Showed Our Home Will Be Interviewed to List: Script #1

DONE

SELLER: *We're going to meet only with those agents who showed our home while it was for sale.*

AGENT: What makes you believe that an agent who simply walked a buyer through your home has the skills and knowledge to successfully market your home? It's like going to a general physician for allergies; a good doctor will refer you to a specialist. It's the same in our industry. Many buyer's agents do not have the skill to market your home. You want an agent who actually succeeds in getting homes sold. We sell more than _____ homes and _____ percent of the homes we list will sell. Let's meet so that I can demonstrate how I am getting all of these homes sold. *[Offer two appointment options.]*

Only Agents Who Showed Our Home Will Be Interviewed to List: Script #2

SELLER: *We've decided that we're going to meet with only those agents who showed our home while it was for sale.*

AGENT: I'm so glad you brought that up. It sounds to me that what you're actually looking for is an active agent who is out there aggressively working with buyers and actually selling homes. While your home was on the market, I sold _____ homes. Wouldn't it have been nice if yours had been one of those? I have some time available today to show you how I am getting all those homes sold. *[Offer two appointment options.]*

DONE

Only Agents Who Showed Our Home Will Be Interviewed to List: Script #3

SELLER: *We've decided that we're going to meet with only those agents who showed our home while it was for sale.*

AGENT: How many showings did you have while it was listed? *[Listen to response.]* You had _____ (number) people through your home while it was listed for sale and yet you did not receive any offers to purchase? When you hire me, we work diligently to position your home correctly in the marketplace so that it will sell. We have a proven plan for selling homes at top dollar. You do want top dollar for your home, don't you? *[Offer two appointment options.]*

Why Didn't You Sell It When It Was Listed For Sale?: Script #1

SELLER: *Why didn't you sell it when it was listed for sale?*

AGENT: I'm glad you asked. While your home was for sale, I was fulfilling the promises I had made to the people who had hired me to sell their homes. During the past ninety days, I've sold _____ other homes. It would have been nice if yours had been one of them. You see, when I'm working with a buyer, my first goal is to show the properties that I have listed and then, if none of those suit my buyer's needs, I turn to the Multiple Listing Service (MLS). It's not that I was ignoring your home—your home is only one of _____ homes on the market and I can't physically see them all. I can stop by at _____ or _____ (times) to show you how I am getting all these homes sold while still providing the seller's with great service.

Why Didn't You Sell It When It Was Listed For Sale?: Script #2

SELLER: *Why didn't you sell it when it was listed for sale?*

AGENT: When I work with buyers, my focus is to sell my own listings first. If I cannot find a home they like from my own listings, I turn to the Multiple Listing Service (MLS). Very often, because I'm listing and selling so many homes, I am able to find a home within my own inventory that will meet my buyers' requirements. I assume you would expect me to do the same thing when you hire me to sell your home. *[Offer two appointment options.]* I will show you how I'm getting all these homes sold.

Why Didn't You Sell It When It Was Listed For Sale?: Script #3

SELLER: *Why didn't you sell it when it was listed for sale?*

AGENT: I hope you didn't think just because your home was listed for sale, that all the other agents in town were going to rush over and try to bring you a buyer. If the Multiple Listing Service is the only way your home is being marketed, chances are that your home will not sell. If you really want to get this property sold, I'll come by, take a look at it, and tell you realistically what it's going to take to get it sold. From that point, you can decide what's best for you.
[Offer two appointment options.]

DONE

We're Going to Lower the Price and Sell It on Our Own: Script #1

SELLER: *We're going to drop the price and sell it on our own.*

AGENT: That sounds logical. However, the problem is that even fewer buyers will know your home is for sale. You could have as much as a 98 percent drop in exposure, which could create an even bigger problem: no showings. Currently there are more than _____ homes listed for sale in our marketplace and an additional _____ homes enter the market every month. Can you afford to lose 98 percent of your buyers who have hired a real estate professional? [Offer two appointment options.]

We're Going to Lower the Price and Sell It on Our Own: Script #2

SELLER: *We're going to drop the price and sell it on our own.*

AGENT: If you took your car to a shop to get it repaired, and the licensed mechanic there couldn't get the job done, would you take it home and try to fix it yourself? Or would you find a better mechanic who could fix it? I have time available today at _____ or _____ (time). Which would be better for you?

DONE

We're Going to Lower the Price and Sell It on Our Own: Script #3

SELLER: *We're going to drop the price and sell it on our own.*

AGENT: May I tell you why that would actually work against you? Only about 10 percent of the for sale by owner homes actually sell, while more than 90 percent are eventually listed and sold by successful agents like me. If you lower the price now and your home still doesn't sell, you can't raise it again, can you? You might end up selling it for a lot less than you should have. You don't want to do that, do you? I don't mind stopping by today at _____ or _____ (times). Which would be better for you?

We Found an Agent Who Offers Us a Lower Commission: Script #1

DONE

AGENT: May I tell you why agents will sometimes offer you rates that are below normal? They take your listing and use it as bait to attract buyers. Once they get buyers, they end up selling them a home that they are getting a normal commission on. In fact, the longer your home sits on the market, the better it is for them, because they can keep using it as bait in their advertising. Are you interested in just listing your home, or actually getting it sold?

SELLER: *Getting it sold.*

AGENT: Great! Then put me to work. *[Offer two appointment options.]*

We Found an Agent Who Offers Us a Lower Commission: Script #2

AGENT: The whole method of doing business with a discount agent is designed around giving discounts. That's how they get business—that's how they try to attract yours. The problem for you is that's exactly how they sell homes too. If they really knew how to get top dollar, don't you think they would start by doing it for themselves? I may be tough on my commission, but the good news for you is that I'm on your side. I'm also tough about protecting your price and your legal rights. That's what you want, isn't it? *[Offer two appointment options.]*

DONE

We Found an Agent Who Offers Us a Lower Commission: Script #3

AGENT: *Mr. and Mrs. Seller,* why would you entrust one of your largest financial investments to a discount broker? Would you take your pets to a discount veterinarian? Would you go to a discount doctor? Or fly in an airplane that was being flown by a discount salaried pilot? Probably not. I need just twenty minutes of your time to show you how I net top dollar on the homes I list and sell. *[Offer two appointment options.]*

We're Going to List with a Company That Only Charges MLS Fees: Script #1

DONE

SELLER: *We're going to list with a company that only charges to list us in the Multiple Listing Service.*

AGENT: I understand that you are trying to net as much money as possible. May I describe how working with a discount broker can work against you? The number one issue is that you will lack representation. The "discount" agent cannot afford to do anything except enter you into the Multiple Listing Service (MLS) and add a lockbox. The information they enter into the MLS says, "This is a limited service agreement; call the seller for any information or with offers to present." Keep in mind that the agents with offers are looking out for their clients' best interests, not yours. The old adage of "you get what you pay for" is truly what these agents are all about. I could stop by at _____ or _____ (times) to discuss how strong representation will help you net the most dollars.

DONE

We're Going to List with a Company That Only Charges MLS Fees: Script #2

SELLER: *We're going to list with a company that only charges to list us in the Multiple Listing Service.*

AGENT: Today's agents who provide full service understand the dynamics of the discount agent. The full-service agent will have to do all the work and get paid only half of the commission, whereas if I were representing you, they would do their share and I would do my share, and the fee is split fifty-fifty. As you can see, the flat-fee broker has alienated the industry, and full-service agents do not like to show and sell their inventory. What time today may I stop over and show you how we get top dollar for the homes we sell?
[Offer two appointment options.]

We're Going to List with a Company That Only Charges MLS Fees: Script #3

DONE

SELLER: *We're going to list with a company that only charges to list us in the Multiple Listing Service.*

AGENT: Recently an agent friend of mine related the following story, "I sold a listing from a Flat-Fee Multiple Listing Service and what a disaster!" He went on to say the seller had no representation and did not understand her legal offers. In pursuit of his buyer's offer, the unsophisticated seller was at a disadvantage during a multiple-offer situation, and ended up netting less than she would have if she had listed with a full-service broker! I have time available at either _____ or _____. Which would be better for you?

DONE

I Don't Want to Keep My Home on the Market Anymore: Script #1

SELLER: *I'm really tired of house-selling and don't think I'll put it back on the market.*

AGENT: Okay. Tell you what I'd like to do. I'd like to come out and at least meet you and take a few minutes to walk through your property to see if it matches the criteria for any of our buyers. I understand that you want to take it off the market and let it sit for a little while, and that you're frustrated and worn-out. But at the same time, if I had a buyer that was willing to pay you \$224,900 for your home, and I brought you an offer next week, would you accept that offer, *Mr. Seller?*

SELLER: *That would be too good to be true.*

AGENT: Well, we wouldn't know whether or not that could happen unless I had an opportunity to see your home, to see if it matches the criteria of any of our buyers, right?

SELLER: *True.*

AGENT: So would you be willing to give me the opportunity to come out and see your home, to see if we could possibly help you get it sold?

SELLER: *I suppose that couldn't hurt.*

AGENT: *[Your goal, every time, is to get face-to-face.]*

I Don't Want to Keep My Home on the Market Anymore: Script #2

SELLER: *I don't think I'll put it back on the market right now.*

AGENT: I completely understand. A failed attempt is very trying, isn't it?

SELLER: *Yes, it's really worn me out.*

AGENT: You go through all the preparations for the house. You go through the showings, or the people who call and ultimately don't show. And day after week after month, you're still just getting ready to get ready to get ready, right?

SELLER: *Sounds right.*

AGENT: And it's frustrating, isn't it?

SELLER: *Very frustrating.*

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I Don't Want to Keep My Home on the Market Anymore: Script #2 (continued)

AGENT: Of course. What I specialize in isn't that. What I specialize in is actually selling your home. See, Mr. Seller, what you clearly encountered was somebody that just wanted to list your home, right?

SELLER: *I think he just wanted to get the sale.*

AGENT: He ultimately didn't sell the home, did he?

SELLER: *No, he didn't.*

AGENT: Here's the importance — and let me show you the distinction I make here. On average, I sell a home in 15 days. Now, that's two-thirds of our multi-list average. So clearly my track record tells you that we do what we say: We get the home sold. And after all, isn't that what you want?

SELLER: *Yes.*

AGENT: So, are you tired of the process? Or are you just tired of not getting the outcome?

SELLER: *Yes. If I could get the outcome, I'd feel great.*

AGENT: Sure. Hey, when we get the home sold and you have the check, everything will be okay, right?

SELLER: *Yes.*

AGENT: Well, Mr. Seller, that's what we're deciding right now. It really would be okay if we sold your home, correct?

SELLER: *Well, if it would sell, yes.*

AGENT: Well Mr. Seller, that's what we're deciding on right now. It really would be okay if we sold your home, correct?

SELLER: *Well, if it would sell, yes.*

AGENT: Great. Well, I haven't seen your home, so I can't tell you that it will. But what makes sense is for you and me to invest thirty minutes of each other's time and have a conversation. And I'll share with you how we can help you, and how we do what we do. And then you can decide. And by the way, we'll also have a completely candid conversation. Anything I see that will keep your home from selling, I will tell you directly. Because that's the kind of agent you're looking to work with.

SELLER: *I want someone straightforward.*

(continued on next page)

I Don't Want to Keep My Home on the Market Anymore: Script #2 (continued)

AGENT: Well, of course. And, Mr. Seller, I want you to feel really comfortable. That, as a minimum standard, will be the basis of our conversation. And then we'll decide. But the worst thing that will happen is that after thirty minutes you'll be a better-informed home seller, and you'll have the benefit of a second opinion. Are there any downsides to that?

SELLER: *Sounds great.*

AGENT: Perfect. I actually have time available in my schedule either this afternoon at 1:00 p.m. or tomorrow at 10:00 a.m. Which is most convenient for you?

SELLER: *Let's try tomorrow at 10 a.m.*

AGENT: Tomorrow at 10 a.m. Perfect. Now when we get together, we'll go through your home. I'll share with you what I see from the viewpoint of the many home buyers. I'll briefly describe how we do what we do to get the home sold, and then you can decide whether we need to go forward or not. Does that work?

SELLER: *Sure.*

AGENT: Excellent. I look forward to seeing you tomorrow at 10:00 a.m., and most importantly, Mr. Seller, I look forward to getting your home sold. Won't that be great?

SELLER: *Yes! Excellent.*

By closing with "Getting your home sold," you are preframing an expectation that the seller will remember, because it's the last thing you say. Then anchor that by having them agree it would be great.

—Mike Netzel

DONE

I Don't Want to Keep My Home on the Market Anymore: Script #3

SELLER: *Well, I'm pretty worn out from trying to sell this house. I'm thinking of taking a break before putting the house back on the market.*

AGENT: What were you planning to do after your house sold?

SELLER: *I really need to get to _____ (destination) by the end of the second quarter. I can't rest long, but I can't stand the thought of struggling to sell my house any longer.*

AGENT: So you need to be there by _____ (date)? Are you aware of the fact that today the average time for a house to be on the market is one hundred twenty days? That gives us four months to find a buyer and close. So it's really important for you to get your home back on the market. I'd love to sit down and show you what we can do to get your property sold in a very efficient way. Would it be possible for me to come over and visit with you sometime this week?

SELLER: *Absolutely.*

DONE

I Don't Want to Keep My Home on the Market Anymore: Script #4

[I usually work to get them to admit that they still want to sell, but they're just exhausted with the process.]

SELLER: *I'm too tired from this whole process. I don't have the energy to get this back on the market anytime soon.*

AGENT: Let me ask you this: Are you still interested in selling?

SELLER: *Yes, I still want to sell. But I've had such bad luck.*

AGENT: So if a buyer saw your house and wanted to write an offer on it, would you refuse to consider the offer?

SELLER: *Oh, no. But nobody has even looked at it in the past six weeks.*

AGENT: Well, people may not have seen the inside, but I guarantee that people have seen the outside. Again, let me ask you: If one of those buyers who had seen your home wanted to write an offer on it, would you refuse to consider the offer?

SELLER: *I mean, do you actually have an offer?*

AGENT: No, I work with a pool of buyers, quite a few of whom are interested in a home like yours. I wouldn't know for certain if it would work until I saw the inside of your home. When is a good time for us to get together—during the day or evening?

DONE

I Don't Want to Keep My Home on the Market Anymore: Script #5

AGENT: Hello, this is _____ from _____ (team). I was wondering: did your house sell or is it back on the market for sale?

SELLER: *Well, it's not back on the market, and I don't think I'll be putting it up for sale again soon. I'm sick of the whole process.*

AGENT: It appears you're asking \$_____ for your home—is that right?

SELLER: *That's right.*

AGENT: If you got an offer at \$_____, would you still consider selling today?

SELLER: *Sure—do you have a buyer?*

AGENT: It sounds like we need to set an appointment. Would 4:00 p.m. tomorrow afternoon work for you or would 5:00 p.m. be better?

SELLER: *4:00 p.m. would be all right.*

[Proceed to ask questions about the house to ascertain its condition and to qualify the situation.]

DONE

I Don't Want to Keep My Home on the Market Anymore: Script #6

SELLER: *I'm worn out and tired of the process. I don't think I'm going to put it back on the market.*

AGENT: Your goal was to sell your home. Is that still your goal or have your dreams changed? What's going on in your life that would make you change your plans?

SELLER: *I'm just exhausted.*

AGENT: A lot of people get exhausted, because it is a big job selling a home. Maybe you had it priced wrong or it was marketed wrong. Perhaps we can do some things to help you market it better. Maybe we can readjust your position in the market as far as pricing to make your home more attractive. Maybe those are some things we need to look at to see if there's a way to help you. I know in the beginning you had a dream of selling your home and buying a new one. I don't think you should give up on that dream so quickly. I think you should let us take a look at it and see if there's some way we may help you.

I Don't Want to Keep My Home on the Market Anymore: Script #7

SELLER: *I'm just exhausted by this whole process. I don't want to keep it on the market any longer.*

AGENT: I'm not asking because I have somebody who is ready to buy your home today—because I don't. However, if someone had a buyer ready to buy your home and was willing to pay you a good price, would you still sell it?

SELLER: *Probably.*

AGENT: So, in other words, you'd still like to sell it, but you don't want to go through the process again. While your home was on the market, we sold ____ homes. With interest rates what they are, homes are selling every day. If there was a financial advantage for you to list your home with me, would you do so? Let's meet today at _____ or _____ (times).

I Don't Want to Keep My Home on the Market Anymore: Script #8

DONE

SELLER: *I don't have the time to keep my house on the market any longer.*

AGENT: Right now is a great time to have your property on the market. Many people are taking advantage of the current interest rates—the lowest we've seen in thirty years. I recommend we keep your momentum going, because, as you and I both know, no one can predict what interest rates are going to do. If we adjust the price of your home and put our proven marketing plan in place, that should set you above the crowd. Being above the crowd will get your home sold. Would today at _____ or _____ (times) be all right with you?

I Don't Want to Keep My Home on the Market Anymore: Script #9

SELLER: *I need a break, so I think I'm going to take my home off the market for a few months.*

AGENT: Do you know when you'll put it back on the market?

SELLER: *A few months.*

AGENT: So, you can wait a few months to sell your home? That could really work against you. Let me tell you what happens when a property goes off the market. Very often the public doesn't notice whether the home was consistently on the market or if it was off the market for a time. The public just sees that it was on the market six months ago, still is on the market, and assumes that the property has been for sale for a long time. Sometimes, people take a break because they think it's getting a little stale, and yet, their break actually ends up extending the length of time from when it was first listed. To the eyes of the buyer, it makes the property appear unsalable. Right now, your property's already been for sale a while. That's why we need to meet, so I can show you how I can net you top dollar for your home in ____ days or less. *[Offer two appointment options.]*

DONE

I Don't Want to Keep My Home on the Market Anymore: Script #10

AGENT: Hi, this is _____ with Keller Williams Realty. Is this the homeowner?

SELLER: *Yes.*

AGENT: Well, hi. Your home came up on our computer as an expired listing, and I was calling to see when you plan on interviewing the right agent for the job of selling your home.

SELLER: *I'm worn out. I'm not putting it back on the market right away.*

AGENT: I understand. If you had sold this home, where would you go next?

SELLER: *I'm trying to get out to the country.*

AGENT: How soon did you want to be there?

SELLER: *I'm flexible, but before summertime.*

AGENT: What do you think stopped your home from selling?

SELLER: *I think the market was bad.*

(continued on next page)

I Don't Want to Keep My Home on the Market Anymore: Script #10 (continued)

AGENT: Now, how did you happen to pick the last agent you listed with?

SELLER: *Yellow pages.*

AGENT: What did the agent do that you liked the best?

SELLER: *They kept in good contact with me on a fairly regular basis. But they didn't do a lot of showings.*

AGENT: So what do you feel they should have done better? More showings?

SELLER: *I think they should have marketed more. They should've sold the house!*

AGENT: Have you already chosen another agent to list with?

SELLER: *I have not.*

AGENT: Well, I'd like to apply for the job of selling your home. Are you familiar with the techniques that I use to sell homes?

SELLER: *No.*

AGENT: What would be the best time to show you how I can get your home sold? *[Give two options.]*

DONE

Our Previous Agent Didn't Market Our Home Very Well: Script #1

SELLER: *Thanks for calling, but the house wasn't marketed well. I need to take a different approach rather than working with an agent.*

AGENT: What was it about the last agent that you didn't like? Where do you feel they went wrong?

SELLER: *I just didn't feel that they marketed very well. My home didn't get the exposure it deserved.*

AGENT: How many showings did you have?

SELLER: *Maybe five a week over the past ninety days.*

AGENT: So you had 60–70 showings, yet no offers?

SELLER: *Yes. No offers.*

(continued on next page)

Our Previous Agent Didn't Market Our Home Very Well: Script #1 (continued)

AGENT: I can tell you off-the-bat, without seeing your property—I have a rule of thumb, and I've been doing this for ____ years—that if you've had 10–12 showings without an offer, it's definitely a matter of price. Did you get any feedback, whatsoever, from your calls?

SELLER: *Not really, no.*

AGENT: Well, that's definitely one place where I stand out. I stay very much in touch with my sellers. I believe that my job as an agent is to constantly give you updates about what the marketplace is doing. Because ultimately, of course, it's the marketplace that sets the price. So if you've been on the market with so many showings and your agent has not called you to tell you that you need to lower the price, I can understand why your house is still on the market. Generally speaking, if it's been that long, with that many showings, your house should come down a minimum of 5 percent, and that would be what happens. If the same pattern happens again with no offers, we'll have to lower it 5 percent again. Is that something you would be willing to do?

SELLER: *I'd be open to that. My last agent never presented that as an option.*

AGENT: That's the thing: Most agents really don't understand the market. That's why I truly stand out. I'm constantly analyzing what's going on. Because I carry so many listings, it's like having one hundred thermometers in the marketplace, constantly measuring the market. I'm capable of knowing what's happening in all these areas. For instance, I have knowledge of the subdivision your home is in because I have a listing over there; I'm very aware of who is showing the properties over in that area and what kind of feedback we've been getting, and am able to share that with my sellers so that they know what is needed to get their homes sold.

Our Previous Agent Didn't Market Our Home Very Well: Script #2

SELLER: *My last agent had such inconsistent communication with me and didn't seem to do anything to help sell my home. Why would you be any different?*

AGENT: I can understand your concern. It's going to be a matter of showing you what we can do for you—and exactly how we're different from most real estate teams. I can assure you that from the moment you list your property with us, you're going to be hearing from us every single day so that you stay in touch with what's going on. I treat my business like a systematic business plan. The moment you come on, we'll be putting you into all the different websites available, we're going to put you into our advertising rotation, and I'm going to use my database to match you with past clients—buyers and sellers—who are looking. The most important thing in this marketplace is my being available to you—do you agree?

SELLER: *Yes—I would appreciate the contact.*

AGENT: Let me give you an example. I was making calls on a Friday night to set up five appointments, and I was lucky if I got one person to call me back that night. Half of the agents didn't even call me back until the end of the weekend. When you list your property with us, you will have the full availability of my staff; I don't care if somebody calls at 7:00 p.m. on a Friday night to show your home at 8:00 p.m. on a Saturday morning—that showing will be set up. Can you see how that would be a big benefit?

SELLER: *That would be a big benefit—my agent was a hard one to reach.*

AGENT: That's right. I've got staff that covers our pagers around the clock, for the most part. And we find that in this industry, during a high-inventory market, you need that added advantage of knowing your house is always on the market, and that we're always available to show it and answer questions.

Our Previous Agent Didn't Market Our Home Very Well: Script #3

AGENT: I understand. Right. Well, let me ask you a question, *Mr. Seller*. Why don't you feel it was marketed well?

SELLER: *I didn't see any response.*

AGENT: Okay. What kind of marketing did they do for you? Were you in the newspaper?

SELLER: *Yes.*

AGENT: How often were you in the newspaper?

SELLER: *Not that many times.*

AGENT: What other kind of marketing did they do for you?

SELLER: *Placed some ads, had an open house, and invited me to a client party.*

AGENT: You say you didn't get very much response. During that 180-day period, how many showings were you averaging every thirty days?

SELLER: *We had only seven during the month of July.*

AGENT: Total showings during that time period, what do you think? Did you average four to five a month?

SELLER: *Yes.*

AGENT: Well, normally when we see a home that hasn't sold that should have, it's usually going to be for one of three reasons. It's either for price, condition, or marketing. Let me ask you a question: How does your home show? What kind of condition is it in?

SELLER: *It's in good condition.*

AGENT: What about those showings you had during that time period—did you get any offers?

SELLER: *No offers.*

AGENT: Okay. I have an idea: Let's get together to look at a market analysis. That will at least let us know whether price was a problem or whether it was a reason you didn't get more activity or more showings. The other thing is I'd like to take you through the _____ team plan, as far as what we do to market our clients' properties to increase their exposure. And then just take a walk through your property. I feel if we take the time to do that, I'll be able to give you a pretty good indication of whether or not it was price, condition, or marketing that caused your home not to sell, or caused you not to get more activity than you did. When would be a good time for us to get together and do that? Does morning, afternoon, or early evening work for you best?

SELLER: *Afternoon.*

AGENT: Does 2:30 or 3:00 p.m. work for you?

Our Previous Agent Didn't Market Our Home Very Well: Script #3 (continued)

You always want to give them an alternative choice. You want to avoid asking a yes/no question.

—John Dietz

We Already Have an Agent In Mind: Script #1

AGENT: You've already picked an agent? Good for you! I'm sure they are competent, or else you wouldn't be considering them. However, has there ever been a time when you went to buy something and you bought what you thought was good? Then later you found out you could have gotten a much better deal if you would have looked around just a little bit more? Has that ever happened to you? Well, this is just like that. You're beginning to realize how important it is to interview a top agent like myself, so that you can get what's best for you. I have some time available at _____ or _____ times.

DONE

We Already Have an Agent In Mind: Script #2

SELLER: *I already know who my agent will be.*

AGENT: Wouldn't you agree that your home is one of your largest financial investments? If you received a diagnosis from your doctor about a health concern, would you get a second opinion?

SELLER: *Probably.*

AGENT: The same idea applies to selling your home. Getting a second opinion from someone who sells more than _____ homes per year would be to your benefit, wouldn't you agree? Just like a hospital that does more heart surgeries and has higher rates of success, a top agent like myself who closes more than _____ homes each year has a high rate of client satisfaction. When may I stop by and show you how I sell all of these homes and give such great service?
[Offer two appointment options.]

We Already Have an Agent In Mind: Script #3

AGENT: That's great! You're selling your home because you want to net top dollar, right? You don't really care who sells your home—it's how much you put in your pocket that's important, correct? That's why we should get together, so I can show you how to put more money in your pocket. *[Offer two appointment options.]*

We Prefer Someone from a Larger Company: Script #1

AGENT: I used to think the same way—until I learned that it's not about the company. It's about me finding out what your wants and needs are and exceeding them. I would love to stop by to explore your specific wants and needs. What do you think?

We Prefer Someone With More Experience: Script #1

AGENT: If I can meet with you and demonstrate that I can meet or exceed your expectations, will you give me a shot?

We've Already Found a Buyer: Script #1

SELLER: *The house already sold.*

AGENT: Oh, really? So you've got a contract on it?

SELLER: *Yes.*

AGENT: Great! When is that scheduled to close?

SELLER: *We're closing in two weeks.*

AGENT: Closing in two weeks. I'm really glad to hear that, Mr. Seller. If it's okay, I'd like to stay in touch with you, just to make sure things go smoothly and close successfully. Would that be okay?

SELLER: *Sure.*

[Put a note in your database to give them a call in seven days to find out if they're still scheduled to close. Then do another follow-up after that.]

The House Has Already Sold: Script #1

SELLER: *Thanks for calling but my house already sold.*

AGENT: So, Mr. Seller, your home already sold? When is it actually closing escrow?

SELLER: *January 19.*

AGENT: Would it be okay with you if I kept in touch to make sure the sale goes through?

SELLER: *Sure.*

AGENT: Great. I'll make a note and call on January 20th just to make sure everything went okay at closing. Mr. Seller, let me ask you: Have you already found a home to move into?

SELLER: *That's our next step.*

AGENT: So, you're actually looking. If I was able to find a home that would work for you, in the area and price range you wanted, would I be able to help you on your next purchase?

SELLER: *That would be great.*

Always try to get the closing date. If they can't give you a closing date, it's probably not a valid sale and they may just be trying to get rid of you.

–Rick and Teri Brenkus

The House Has Already Sold: Script #2

AGENT: That's great. I'm glad you've sold your home. Just out of curiosity, how did the transaction go? Were you satisfied with the company that handled that for you or were there some things you would have had them do differently? What are some of the things you expected to get out of them that you really didn't get? I'd like to know so that I can do things better myself. The next time you do have a house for sale, could I get a chance to sell it?

SELLER: *They were unclear with offers and negotiations. They didn't explain things well. But everything turned out okay.*

AGENT: In other words, you would have liked to be more involved in the negotiations and with how the contract was written.

SELLER: *Yes.*

AGENT: Thanks for letting me have that bit of information and I'll keep that in mind. Please give me a call and let me know the next time you've got a home to sell. I'd love to interview for the job.

We Are Going to Sell Our Home On Our Own: #1

AGENT: That's terrific. What are you hoping to accomplish by selling your home as a for sale by owner?

SELLER: *Save money. I can't afford an agent.*

AGENT: I understand—you don't think you can afford an agent. In fact, are you trying to save money, or are you trying to net the most amount of money from the sale of your home?

SELLER: *Net the most money.*

AGENT: Well, it sounds like we need to set up an appointment, so I can show you how you can net more money by having me go to work for you. Would 4:00 or 5:00 p.m. tomorrow work for you?

We Want to Fix Our Home Up Before We Sell It: #1

SELLER: *We are going to take some time to fix up our house before we put it back on the market.*

AGENT: I think I might be able to help you. Would you be interested in me doing a free walk-through to show you what might need to be fixed? I also have a list of reliable contractors and suppliers that I've worked with in the past. Would you be interested in this type of advice and assistance?

FSBOs

Driving by a FSBO Home

Creating Urgency for the FSBO Seller: Script #1

AGENT: Hi, my name is _____ with Keller Williams Realty. I was driving by and noticed the sign in your yard, and I was simply wondering what you are going to do after you sell your home. Will you be staying in the area or leaving town?

FSBO: *We will be moving out of town.*

AGENT: Great, what town?

FSBO: *San Francisco.*

AGENT: When do you need to be there?

FSBO: *Sixty days.*

AGENT: Are you working with an agent in San Francisco?

FSBO: *Yes.*

AGENT: How many for sale by owners (FSBOs) did you view?

FSBO: *None.*

AGENT: Why?

FSBO: *We were only in town two days and didn't have time to drive around.*

AGENT: How many buyers in the _____ area do you think are relocation buyers similar to yourselves?

FSBO: *I don't know.*

AGENT: Statistics say 47 percent of buyers in our area are relocation buyers. Can you afford to miss 47 percent of the buyers in this area? How many agents have shown your property?

FSBO: *Two.*

AGENT: I think it's safe to say that for every agent who shows your home, ten do not! Can you afford to miss 90 percent of the agent-represented buyers in this area? What will you do if your home doesn't sell in sixty days? Do you have a plan B?

FSBO: *No.*

(continued on next page)

Creating Urgency for the FSBO Seller: Script #1 (continued)

AGENT: Have you prepared a seller's disclosure?

FSBO: Yes.

AGENT: Great, I hope you have a great success in the sale of your home. If there is ever anything I may help you with, please don't hesitate to call. *[Hand them your business card.]*

Tip!

Make sure and use the statistics from your market area.

Presenting Your Business Card: Script #1

AGENT: Hi, my name is _____ with Keller Williams Realty. I was driving by and noticed the sign in your yard, and I wanted to stop by, introduce myself, give you a card *[Hand them your card.]*, and let you know that if you ever need anything, it would be my pleasure to help you. Thank you and have a great day.

Presenting Your Business Card: Script #2

AGENT: Are you spending most of your time talking with buyers or agents?

FSBO: Agents.

AGENT: Since we agree you should be spending your time with buyers, tell the agents to contact me for information on your home. Let me leave you with some cards. *[Hand them some of your business cards.]* Give one to any agent who wants information on your home. Let me take that off of your hands.

Educating FSBO About Seller's Disclosure: Script #1

AGENT: Hi, my name is _____ with Keller Williams Realty. I was driving by and noticed the sign in your yard, and I was simply wondering if you had a seller's disclosure.

FSBO: *What's that?*

AGENT: It is basically a statement that discloses your home's current condition. State/Province law requires that you supply a copy to each potential buyer. *[Hand them a copy.]* Would you be offended if I added your home to my For-Sale-by-Owner Inventory List?

FSBO: *What's that?*

AGENT: Well, the way I prefer to work with buyers is to have them come into the office and go through my buyer's process. In other words, I help them uncover exactly what it is they need in their next home so that together we can develop criteria for their perfect home. First, I take criteria and match it to homes in the MLS. If I don't find a home in the MLS that matches their criteria, I then search my For-Sale-by-Owner Inventory List. Does that make sense?

FSBO: *Yes.*

AGENT: You see, I'm not like most agents who will just throw a buyer into the car and show them fifty homes, hoping we stumble upon the perfect one. If they choose to work with me, we are going to take a proactive approach that virtually assures them of getting what they want and wanting what they get, thus assuring us of a win-win relationship. I also have a similar process for sellers.

Educating FSBO About Seller's Disclosure: Script #2

AGENT: Hi, my name is _____ with Keller Williams Realty. I was driving by and noticed the sign in the yard, and I was simply wondering if you have a seller's disclosure.

FSBO: *Yes.*

AGENT: Great, do you mind if I ask what's important to you about selling the home yourself?

FSBO: *Saving money.*

AGENT: Have you had previous experiences with agents?

FSBO: *Yes, and they weren't positive!*

AGENT: Wow, that just validates everything that is wrong with our profession. You see, there is a definite difference between agents and real estate consultants. In today's industry, 5 percent of the professionals are what I call consultants and 95 percent are what I call agents. Since 95 percent of the industry are just agents, chances are you are going to come in contact with agents. You will know you are dealing with an agent because they will come in and assume they know what it is you need in the sale of your home without even asking you. They will assume you need the most amount of money in the shortest amount of time with the fewest hassles, and then they'll start telling you how they can satisfy those assumed needs. Compare that to a real estate consultant who does not assume anything. A consultant will ask you questions and then listen to what it is you are needing in the sale of your home. Once they hear what your needs are, then, and only then, they will make a determination on whether they can satisfy those needs, and in doing so, create a win-win relationship. Do you think someone like that could benefit you?

FSBO: *Not right now.*

AGENT: I wish you great success in the sale of your home. If there is ever anything I can do for you, please don't hesitate to call me. *[Give them your card.]*

Setting an Appointment: Script #1

[Park on the wrong side of the street, open your door toward the house, and leave your car running. Take a business card with you. Knock on the door and take three steps back.]

AGENT: Hello, I'm _____, a real estate consultant from Keller Williams Realty. I was driving by on the way to another appointment. *[Peer into the house or look around the yard and give a sincere compliment.]* What a beautiful _____. Where did you get it?

FSBO: *Oh that, I got that at _____.*

AGENT: I would love to take a few moments to see your home. It's not uncommon when I'm showing in the neighborhood to have a buyer who will ask me about properties that are for sale. I make every effort to have all of the information available for them. What time would work best for you? *[If the homeowner wants to show you his/her home immediately, tell him/her that you're on your way to another appointment, then ask again what time would work best.]*

FSBO: *I can show you my home tomorrow at _____, but I'm not interested in having you sell it.*

AGENT: I understand. I want to see your home because, as a real estate consultant in this area, I often have buyers who ask me questions about homes like yours.

FSBO: *Okay. But I can't spend more than a half hour with you.*

AGENT: No problem. Could I get the correct spelling of your name and telephone number where you can be reached in case I should have to cancel?

FSBO: *The correct spelling of my name is _____ (spelling) and my telephone number is _____ (number).*

AGENT: Great! Here's my business card in case you need to reach me—see you tomorrow at _____.

Introducing Yourself: Script #1

AGENT: Hello, I'm _____ with Keller Williams Realty. I am introducing myself to people in this neighborhood because I often have buyers who want to move here. Today, I am handing out a _____. And you are ...?

or

Hello, I'm _____ with Keller Williams Realty. My company has asked me to represent homeowners in this area, so I wanted to introduce myself. May I ask your name?

FSBO: *My name is John.*

AGENT: It is nice to meet you, John. Say, that is a beautiful _____. Where did you find that?

FSBO: *Oh that, I got it at _____.*

AGENT: Do you mind if I ask you a question?

FSBO: *Go ahead.*

AGENT: Do you know of anyone who might be selling or buying a home?

FSBO: *No, I can't think of anyone.*

AGENT: If you hear of anyone who might be buying or selling, please call me. Would you do that?

FSBO: *Sure.*

AGENT: So that I know who you are when you call, what is your last name?

FSBO: *My last name is _____.*

AGENT: Great. Like I said, I often get buyers who are interested in this neighborhood. So if you know of anyone who might be selling or buying, please don't hesitate to call me.

Gathering Market Information in the Neighborhood: Script #1

AGENT: Hello, my name is _____ with Keller Williams Realty. Your home is in our service area and so, while I am in the neighborhood, would you be offended if I took just a quick look at your house to familiarize myself with everything on the market? *[Wipe your feet in preparation to enter. Have listing manual, listing agreement, notepad, and pen in hand.]*

FSBO: No, I wouldn't mind.

AGENT: Great. Again, my name is _____, and your name is ...? *[Wait for them to respond—eye-to-eye contact here is critical.]* If you have just a minute to show me your home so I won't miss any special points of interest that I can pass on to a potential client, I would appreciate it. In order to help you, as we go through the home, I will ask you questions that buyers want answers to before they will consider buying. *[Engage in questions about the property and condition, etc. Build rapport, find threads of common interest. As a professional courtesy for them allowing you to view the house, offer them a free, no-obligation market analysis to make sure that they are asking the right price for this house. Write them a thank-you note!]*

Gathering Market Information in the Neighborhood: Script #2

AGENT: Hello, my name is _____ with Keller Williams Realty. Your home is in our service area, and while I am in the neighborhood, I was wondering if you would be offended if I took just a quick look at your house to familiarize myself with everything on the market. *[Wipe your feet to gesture your preparation to enter. Have listing manual, listing agreement, notepad, and pen in hand.]*

FSBO: We're not working with agents.

AGENT: I understand. If I have a family I can't find the right home for, would you mind if I sent them directly to you?

FSBO: No, but why would you do that?

AGENT: If I send you someone I can't serve who might be interested in your home, then maybe you would give me the opportunity to serve those families not interested in your home. That makes sense, doesn't it?

FSBO: Yes.

(continued on next page)

Gathering Market Information in the Neighborhood: Script #2 (continued)

AGENT: *[While wiping your feet] Fine, then if I could have the courtesy of taking a quick look at your home. Again, my name is _____, and your name is ...? [Wait for them to respond—eye-to-eye contact here is critical.] If you have just a minute to show me your home—so I won't miss any special points of interest that I can pass on to a potential client—I would appreciate it. In order to help you, as we go through the home, I will ask you some of the questions that buyers would ask before deciding to buy. [Engage in questions about the property and condition, etc. Build rapport, find threads of common interest. As a professional courtesy for them allowing you to view the house, offer them a free, no-obligation market analysis to make sure that they are asking the right price for this house. Write them a thank-you note!]*

Supplying Owner with Marketing Literature: Script #1

[I try to take one of our packets, showing our advertising program: the different types of advertising we do, the ads that we've run in the last three or four months, the total number of sales we've had, and the total number of days on the market compared to the rest of the real estate companies in our particular area.]

AGENT: I'm not going to take up much of your time today, but I just wanted to stop and give you my card and some information about our company and how we go about selling real estate. We would really love to work with you. If you would, please go over this literature, and if you're interested, give me a call.

FSBO: *We're still going to try to sell it ourselves.*

AGENT: Just keep us in mind. If you decide to list your home, we'd like to be the ones to help you sell it. *[I usually follow up about a week later with another phone call. I find that being less aggressive is better than being overly aggressive.]*

First Call to FSBO

Offering Owner a Unique Service: Script #1

Tip!

This is a great way to build rapport and trust and to spend a few hours with a potential client.

AGENT: If you would like, with just a few phone calls, I can get us an appointment to see every home you are competing against in your market. It may answer some of your questions.

Offering Owner a Unique Service: Script #2

AGENT: This is _____ with Keller Williams Realty. I have a client under a buyer representation agreement who has seen your house while driving by, and asked me to call about it.

Offering Owner a Unique Service: Script #3

AGENT: I've been in the business for ___ years and it's been my experience that, because of safety features and other key reasons, people who start out selling their house on their own eventually benefit from the advice and help of a professional agent. Is there anything I can do to assist you while you're selling your house on your own?

Offering Owner a Unique Service: Script #4

AGENT: Hi, I'm looking for the owner of the home that's for sale.

FSBO: *That's me.*

AGENT: This is _____ with _____. I like to keep track of all available homes in my market area. I was wondering, if you don't get the home sold on your own, how soon before you consider listing with a powerful agent like myself?

FSBO: *Depends on what you can offer me.*

AGENT: I see that your home is on the market for \$299,000. How did you determine your sales price?

FSBO: *My brother-in-law has bought a lot of houses. He suggested the price.*

AGENT: So your brother-in-law and you looked at the market to see what was happening as far as transactions in your marketplace, and that's how you determined your price?

FSBO: *Yes.*

AGENT: Do you feel you're competitively priced?

FSBO: *I don't know.*

AGENT: If we got together and I shared with you a Comparative Market Analysis so that we could determine if you are in the right ballpark, would that be to your advantage?

FSBO: *How would that help me?*

AGENT: It would tell me whether or not you are overpriced or underpriced. If you are overpriced, you would know that you need to reduce the price to bring in the right buyer and sell your home. If you are underpriced, you would know that you could raise the price and get a few more dollars. Does that make sense?

FSBO: *Yes.*

AGENT: I guess one of my biggest questions for you is this: If we could get together and get your home on the market and get it sold in the next 4–5 weeks, would that pose a problem for you?

FSBO: *No, the sooner the better.*

AGENT: So you'd like to get it sold pretty quickly?

FSBO: *Sure.*

AGENT: Why don't we get together? Let's take a look at your home—See what we need to do to get it sold, and if we can work together. I'm going to be in your area tomorrow at 4:00 p.m. Does that work?

FSBO: *Sure.*

Offering Owner a Unique Service: Script #5

AGENT: Hi, my name is _____. *Mr. FSBO*, how are you? Looks like you're trying to sell your home yourself?

FSBO: Yes. *Going on my own this time.*

AGENT: Great. You know, I specialize in helping people who are selling their home themselves. If we got together, what I'd be able to show you is how I can help you. Would you be interested in that?

FSBO: You can help me sell it myself?

AGENT: Absolutely. That's what I do.

FSBO: Why do you do that? What's in it for you?

AGENT: I'll tell you what's in it for me. First of all, the satisfaction of why I'm in real estate—helping people get done what they need to get done. And you know, I promise you, I do not work for the money. I work for the joy of helping people get done what they want to have done. Now, I get paid really well, because I help people get what they want. But my first focus with you is going to be to do everything I can to help you sell your home yourself. Because you want to, right? You want to save money, isn't that true? Let me show you how you can do that.

FSBO: Sure.

Explaining the Four Types of Buyers: Script #1

FSBO: *Why do I need you? I can find buyers on my own.*

AGENT: You know, Mr. and Mrs. FSBO, there are four types of buyers in the marketplace. There's the "relocation buyer." This is the number one buyer that we go after and target as agents. And that buyer is rock solid. They're coming in to buy a home and they know they're only going to be here a limited amount of time, so they want to see as many houses as they can. That buyer is very qualified to buy. But they don't want to spend the time looking in the newspaper themselves. They want a professional to go in and pull up homes, and show them as many homes as possible. So that buyer is not generally going to call you if you're a for sale by owner (FSBO), because they don't want to shop the newspaper. They don't have the time to do that. The second type of buyer out there is also a good type of buyer, and that's the "needs buyer." And that buyer calls and says, "hey, we need a bigger home" or "we need a house with a pool" or something like that. And they will usually call an agent. Every now and then they may look in a newspaper, but primarily they're going to call an agent because they're going to say, "we need the four-bedroom or five-bedroom, we want a larger lot, we want a house with a pool, etc.," and they usually do not want to look in the paper and try to find that themselves. We can easily go into the MLS and pull up the criteria that they're looking for. The third type of buyer that's going to call—and this type of buyer will typically call you, the FSBO—is the "discount buyer." They usually do not want a professional involved, like an agent, that knows the value of the property. Their job is to go out and try to buy the house as cheap as they can in hopes that they can go through you, the seller, and try to shrewdly get the best deal they can on the house, and your hope is that they're not as knowledgeable. Lastly, the fourth type of buyer is the "unqualified buyer." That buyer doesn't really have a chance to buy a house. That buyer may call us first, and then we always have a lender that will get buyers prequalified free of charge, and once the lender tells us that this buyer can't even buy a home, can hardly lease a house, we let them know, "sorry, we can't help you out." Well, then they go after you, the FSBO, because you have no mechanism to get them prequalified. You end up getting into some type of long-term contract with them and at the very end find out that they couldn't even buy the house. I've even seen it where they've moved into a house prior to closing and now you've got to try to get them out. It just becomes a legal nightmare. So you can see that of the four types of buyers, the last two are the ones that you're getting vs. the first two that we're bringing to you—it puts you into a much lower stance of getting your home sold.

Ask Owner for an Appointment: Script #1

AGENT: If I could show you how working with me would actually net you more money, would you spend thirty minutes with me this evening?

Ask Owner for an Appointment: Script #2

AGENT: Are you the party with the home for sale?

FSBO: Yes.

AGENT: Great! Are you cooperating with real estate agents?

FSBO: No, we want to try to sell it ourselves.

AGENT: Let me ask you, if I had a qualified buyer willing to pay a price acceptable to you, would you accept the offer through my company?

FSBO: Possibly.

AGENT: Great! Where are you moving?

FSBO: We are moving to Florida.

AGENT: How soon do you need to be there?

FSBO: We don't have a time line.

AGENT: Just out of curiosity, on a scale of 1–10 with ten meaning you're really serious about selling your property and one meaning you're just testing the market, where would you rate yourself?

FSBO: I would say we are an "8."

[If you choose to pursue the listing, continue with:]

AGENT: It will take me just a few minutes to see enough of your home to be able to tell potential buyers about it. May I view your home today at _____ (time) or would tomorrow at _____ (time) be better?

Ask Owner for an Appointment: Script #3

AGENT: May I speak to the person with the home for sale, please?

FSBO: *This is he.*

AGENT: Great. Mr. FSBO, this is _____ with _____. Tell me, have you sold your property?

FSBO: *No, not yet.*

AGENT: Just out of curiosity, how many people have called about your home in the last week? *[Regardless of the number they say, unless it is zero, continue with:]* How many of the people who called were agents? Out of those who called, how many actually came to see your home? *[If they say "none" or a "few," continue with:]* Well, Mr. FSBO, I find that to be the norm with for sale by owners (FSBOs). They always receive a lot of calls, but very few people come to the home and even fewer make an offer. Would it be of interest for you to know what the people who come through your home think about it?

FSBO: *Sure.*

AGENT: Let me do something that has helped other FSBOs—maybe it will work for you. Every Monday I will deliver a new guest log to you and pick up the old one. I'll call all the people on the guest log and find out what they thought of your property. I have actually been able to help FSBOs obtain a contract. The reason I have done this is two-fold. One, if the buyers have a home to sell and they want an aggressive, hard-working agent, I interview for the job. And two, if the buyers are not interested in the home, I can show them other properties and give a referral gift to you. When would be a good time to come by and drop off the guest log?

Ask Owner for an Appointment: Script #4

- AGENT:** May I speak to the person with the home for sale, please?
- FSBO:** *Speaking.*
- AGENT:** Hi, this is _____ with _____ team. Tell me, have you sold your property?
- FSBO:** *No, we haven't, unfortunately.*
- AGENT:** Are you interviewing agents?
- FSBO:** *No, we still want to try to sell it ourselves.*
- AGENT:** When might you consider interviewing agents?
- FSBO:** *We're not sure.*
- AGENT:** By the way, would you be interested in our FSBO Kit? *[If yes, deliver the kit and/or movies and try for a listing. You can also offer the for sale by owner videos.]*

Ask Owner for an Appointment: Script #5

- AGENT:** Hi, my name is _____ with Keller Williams Realty and I noticed your home is for sale. Would you be offended if I made an appointment to come out and view the home?
- FSBO:** *Why?*
- AGENT:** I like to keep up with the available inventory in this area so that I'm more apt to find homes that meet my buyers' criteria. I like to take my buyers through a process which assures they get what they need. I can explain more about that when I come out.
- FSBO:** *Do you have any buyers now?*
- AGENT:** Yes, I do, and I receive calls from them on a daily basis. However, I need to view the house and take some room measurements, so I can match your home to the criteria for each of my buyers.
- FSBO:** *We don't want to list with a real estate agent.*
- AGENT:** I appreciate that and I understand your concern. The reason for my call is not to list your home. I would simply like to put the home on my FSBO Inventory List. What do you say, may I come out and view your home?

Ask Owner for an Appointment: Script #6

AGENT: Good morning, *Mr. Seller*. Is your home still available?

FSBO: Yes.

AGENT: My name is _____ and I represent Keller Williams Realty. Would you be offended if I asked you a few questions about your property? *[If the answer is "no," ask the following questions:]*

- Could you give me a brief description of your home; for example, is it three bedrooms?
- How much are you asking for your property?
- Do you happen to know the loan balance and type of loan?
- How long has your property been on the market?
- Once your property is sold, where will you be moving? *[Think referral.]*
- Have you already purchased a house there?
- Do you need to sell your present house before you can invest in a new one?
- When do you need to move?
- Have you received any offers yet?
- Have you ever marketed your house before? Did you run into any problems?
- What will you do with the property if you don't sell it yourself?

Ask Owner for an Appointment: Script #7

AGENT: Good morning, *Mr. Seller*. Is your home still available?

FSBO: *Yes.*

AGENT: My name is _____ and I represent Keller Williams Realty. Would you be offended if I asked you a few questions about your property?

FSBO: *Why do you want to know about my home?*

AGENT: Well, your home is in an area where our office specializes, and we try to keep track of all of the properties in our area. May I go ahead and ask you a few questions?

FSBO: *Sure.*

[Ask the following questions:]

- Could you give me a brief description of your home; for example, is it three bedrooms?
- How much are you asking for your property?
- Do you happen to know the loan balance and type of loan?
- How long has your property been on the market?
- Once your property is sold, where will you be moving? *[Think referral.]*
- Have you already purchased a house there?
- Do you need to sell your present house before you can invest in a new one?
- When do you need to move?
- Have you received any offers yet?
- Have you ever marketed your house before? Did you run into any problems?
- What will you do with the property if you don't sell it yourself?

Ask Owner for an Appointment: Script #8

AGENT: My name is _____ and I sell real estate for Keller Williams Realty—I just wanted you to know that up front. Now, you're selling your home on your own, without an agent, is that right?

FSBO: Yes.

AGENT: I have just one quick question. If your home doesn't sell, do you plan on listing your home with a real estate agent?

FSBO: Yes.

AGENT: When might that be?

FSBO: *We haven't decided.*

[Ask the following questions:]

- I'm curious ... why did you decide to sell your home?
- Will you be moving?
- Where will you be moving?
- How soon do you have to be there?
- How long have you owned this home?
- How did you determine your sales price?
- Do you consider that to be a discounted price since you are selling it yourself without commission?
- What methods are you using to market your home?
- How many offers have you had?
- Are you prepared to adjust your price down when working with a buyer?

FSBO: Yes.

[Continue asking questions:]

- Why did you decide to sell your home on your own rather than list and sell with a real estate agent?
- If you were to list, which agent would you choose?

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Ask Owner for an Appointment: Script #8 (continued)

FSBO: *We don't have an agent in mind.*

AGENT: Are you familiar with the techniques I use to sell a lot of homes?

FSBO: *No.*

AGENT: When we meet and you feel comfortable and confident that I can sell your home—and we agree on the price and terms that will cause your home to sell—will you list your home with me?

FSBO: *Sure.*

AGENT: When is the best time to show you what I can do to sell your home?

Ask Owner for an Appointment: Script #9

AGENT: I see you're selling your home. I've got somebody who's interested in your home. I'd like to come, preview it, and possibly show the home. Are you willing to pay me a commission if you sell your home to one of my buyers?

FSBO: *No.*

AGENT: May I ask why you want to avoid paying a commission?

FSBO: *I need to net enough to buy my next home.*

AGENT: What amount are you trying to net?

FSBO: *\$25,000.*

AGENT: \$25,000. What price do you have your home listed for?

FSBO: *\$175,000*

AGENT: So you're trying to walk away with \$25,000. My buyers have seen your house and I know the neighborhood very well. I've run some comps on your home and I think you have your home underpriced. I think you could get \$210,000 for your home. If I could show your home and get you \$210,000, would you be interested?

FSBO: *Of course.*

AGENT: Great! Would you be willing to pay me a six percent commission?

FSBO: *Possibly.*

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Ask Owner for an Appointment: Script #9 (continued)

AGENT: Okay, here's the deal. I put deals together. I'll do the numbers. If the buyers like the house, we'll write you a contract. I'll go over the comps with you and show you what your house is worth. You can ask whatever you want for the house, but in the end it has to appraise. And if it doesn't appraise, one of four things will happen. One, you're going to have to lower your price. Two, my buyers are going to have to put more money down. Three, we're going to have to negotiate something in the middle, or four, no deal. And you're doing the same thing you were before. Are you aware of that?

FSBO: *It makes sense, yes.*

AGENT: Many people who sell their homes are not aware of that. They just think, "the buyer's want to pay my price and we're going to go to escrow and close the deal." That's not the process. Most people, unless they're paying cash, are going to be getting a loan, and then we're going to have an appraisal. Then we're also going to have an inspection. I will do all of the paperwork. I'll handle both sides of the transaction for you. I'll make sure the inspection happens. I'll negotiate with both parties and run it through to make sure it gets closed.

Also, if you decide not to sell your home anymore, you can cancel, but we ask that you give us forty-eight hours notice. How long have you been trying to sell your house?

FSBO: *About four weeks.*

AGENT: How many buyers have you had?

FSBO: *No offers yet.*

AGENT: No offers? How many people have seen your home?

FSBO: *Three.*

AGENT: Three people in a month? Well, I hate to say it, but that's not very good traffic for four weeks. If you were working with me, your home would be listed in the Multiple Listing Service system. In the city of _____ you'd be reaching at least _____ agents, possibly more. Those agents have buyers all the time. Why wouldn't you want to access the Multiple Listing Service system? How are you marketing your home?

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Ask Owner for an Appointment: Script #9 (continued)

FSBO: *I put an ad in the paper yesterday.*

AGENT: How much did that ad cost you?

FSBO: *\$200*

AGENT: Are you willing to spend \$200 a week for the next six months to advertise your home?

FSBO: *No.*

AGENT: I spend over \$_____ a month in marketing and advertising to bring buyers that want to see my homes and listings. You have seen my name and sign in your market area, haven't you?

FSBO: *Actually, I have.*

AGENT: We're working with people constantly. I'll write up all the paperwork and do all the work for you. Let's say somebody wants to buy your house tomorrow. The most common thing that they're going to say is, "We like your house. You want \$200,000 for it, but you don't have an agent. So, we need to knock 6 percent off of the price since you're not paying a commission. Knock that 6 percent off and then we'll talk. Let's start at \$188,000. This is a good price since you don't have an agent and neither do I. There will be no commission here."

FSBO: *Why would they do that?*

AGENT: You don't have your house marketed by an agent. If you had your house with an agent, the price was \$200,000 and that was a fair market price, your net wouldn't be \$200,000. Your net would be \$188,000 because you'd be paying at least 6 percent commission.

FSBO: *And buyers are aware of that?*

AGENT: They sure are. Those are the kind of people that buy for sale by owner homes. That's the language you're going to hear, but you wouldn't know that yet because you haven't had an offer. Now, when would be a good time for us to meet to talk more about the advantages of having me as your real estate agent?

Offering Owner Access to Your Buyer Pool: Script #1

AGENT: This is _____ on the _____ team, with Keller Williams Realty, and I'm calling in reference to your home for sale. I understand you're selling that for sale by owner. The reason I'm calling is to find out if we had a buyer that was interested in your home through the _____ team, would you accept an offer through our office.

FSBO: *What does that mean?*

AGENT: Well, if we had a buyer that was interested in your home, that was willing to pay a price that was acceptable to you, we would generally get a fee of 3 percent for doing so, for bringing you that buyer, after closing. How does that sound? Does that work?

Tip!

You want to emphasize that they, the sellers, decide whether the offer is acceptable to them or not.

Offering Owner Access to Your Buyer Pool: Script #2

[You see a FSBO sign, write down the telephone number and find something about the property to sincerely compliment the owner on. Look up the property address in a reverse directory to get the owner's name.]

AGENT: Hello! Is this Mr. FSBO?

FSBO: *Yes it is.*

AGENT: My name is _____, a real estate consultant with Keller Williams Realty. I'm sure that you have been bombarded with calls from real estate agents.

FSBO: *Yes.*

AGENT: I noticed your sign and the lovely _____ in your yard. Did you do this yourself or have someone do it for you?

FSBO: *Oh that ...*

AGENT: It is not uncommon when I'm showing homes in your neighborhood to have a buyer who will ask me about properties like yours and it's possible that your property might fit the needs of one of my buyers. In fact I did have a buyer for your property, would you be willing to work with a real estate agent?

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Offering Owner Access to Your Buyer Pool: Script #2 (continued)

- FSBO:** *Do you think you will have a buyer for my property?*
- AGENT:** *Mr. FSBO,* I have no way of knowing since I have not seen your property. If I told you I had a buyer, wouldn't I fall into the same category as all the other agents who have called you? We at Keller Williams Realty prefer not to do business like that.
- FSBO:** *Well I'm not interested in having you sell my home.*
- AGENT:** I understand. But if I happened to have a buyer interested in your home, would you be interested in working with an agent?
- FSBO:** *Yes.*
- AGENT:** I would like to meet with you to tour your home. What would work best for you, tomorrow or the next day?
- FSBO:** *Tomorrow.*
- AGENT:** Would you prefer morning, afternoon, or evening?
- FSBO:** *Evening.*
- AGENT:** And what time do you finish dinner?
- FSBO:** *By 7:00 p.m.*
- AGENT:** So, would 7:00 or 7:30 p.m. be best for you?
- FSBO:** *7:00 p.m.*
- AGENT:** Wonderful! I look forward to seeing you tomorrow at 7:00 p.m.

Offering Owner Access to Your Buyer Pool: Script #3

- FSBO:** *I really want to sell it myself.*
- AGENT:** I understand you want to save commission money, and that's certainly respectable. If I have a ready, willing, and able prequalified buyer, would you be willing to pay the buyer's agent commission?
- FSBO:** *Sure, if you had a good buyer.*
- AGENT:** I appreciate you letting me come by and take a look at the house, and I'll definitely pass this along to our buyer's agents and see if we can help you by selling the house. By the way, if you have people that come through the house who aren't interested in your house, would you mind sharing those names with me so we could possibly find them the house they're looking for?
- FSBO:** *I could do that.*
- AGENT:** Great, thank you.

Asking to Preview Home: Script #1

AGENT: Hello, my name is _____ with Keller Williams Realty. I have buyers who might be interested in your home. I would like to preview your home for my clients. What time would be good for you?

Asking to Preview Home: Script #2

AGENT: Hello, my name is _____ with Keller Williams Realty. I would like to preview your home for my clients. What time would be good for you?

FSBO: *If you come over, does that mean I have to list with you?*

AGENT: Absolutely not. I'll be coming over to familiarize you with all of the paperwork. This is strictly a hassle-free listing package. I will simply look at your home and evaluate what would be best for you in selling your home for yourself. Now, if you want to list with me after talking to me, I would absolutely love to take your listing. That's how I make a living.

FSBO: *Why would you take time to do this for me if I'm not going to list with you?*

AGENT: I do it because I believe that if we help take care of you, you'll help take care of us sometime in the near future.

Asking to Preview Home: Script #3

AGENT: I'm _____ with Keller Williams Realty. I saw that your house is on the market and I know you're probably hearing from a lot of agents right now. Somebody on our team may be looking in your area for a home similar to yours. I'm trying to find out if you are working with real estate agents.

FSBO: *Yes, we're willing to pay a buyer's agent fee, but we're not interested in listing our home.*

AGENT: Great. Is there a particular time today or tomorrow that I could come by and look at your house to see if it meets any of our buyers' needs?

Alerting FSBO to Your Open House in Area: Script #1

AGENT: I am _____ with Keller Williams Realty and I noticed you have a home listed at _____. I also have a listing over on _____ and I am planning an open house on _____ (date). This would be a great time to include yours as well. The more traffic we can create the more likely we are to sell a home. What do you think?

Leaving a Voice Mail Message: Script #1

AGENT: This is _____ on the _____ team at Keller Williams Realty. I'm calling in reference to your home for sale. I understand that you are selling that for sale by owner. I'm not calling to list your home. However, I am calling to find out, if we had a buyer who was interested, through the _____ team, would accept an offer through our office. Please call me at _____ (telephone) so that we can discuss this.

Leaving a Voice Mail Message: Script #2

AGENT: Hello, this is _____ calling from _____ team, and I notice that you've been advertising your home as for sale by owner. I'm calling to find out if you do plan to list with an agent at some point. I'm the number one real estate agent in the city of _____ and I'd love to offer you the opportunity to become part of our marketing system to get your home sold as quickly as possible. Please feel free to give us a call here at the office at _____ (telephone).

A lot of sellers have inaccurate perceptions of agents. I try to get through those misperceptions. But my goal is not to convince the 25 percent who are never going to list, or to persuade agent-baters to go with me. My goal is to find the 25–50 percent who probably will list if the house doesn't sell.

–Martin Bouma

Leaving a Voice Mail Message: Script #3

AGENT: Hello, this is _____ calling from _____ team and I noticed that you've been advertising your home as for sale by owner. I'm calling to find out if you plan to list with an agent at some point. I'm the number one real estate agent in the city of _____ and I'd love to offer you the opportunity to become part of a marketing system that has sold more homes than anyone else. Please feel free to give us a call here at the office at _____ (telephone).

Leaving a Voice Mail Message: Script #4

AGENT: Hi, this is _____ with _____ (team name). I'm calling regarding the house for sale at _____. Please give me a call. I need to get some additional information on that property. *[Leave phone number.]*

Leaving a Voice Mail Message: Script #5

AGENT: This is _____ with Keller Williams Realty. I'm calling to talk to you about how I can help you sell your home. I noticed that you've had it on the market for quite a while. I have my own team with over ____ agents. We would really appreciate the opportunity to come out and discuss how we can help you. We may have clients who are interested in your home and if we could work out an agreement to show it to some of them, that may help you get it sold. So if you would, just give us a call here at the office, our number is _____ (phone number).

Touring a FSBO Home

Creating Urgency and Motivation in Owner: Script #1

[When you arrive, be pleasant. As you tour the home, focus on the homeowner's home as she is expecting you to use pressure tactics to influence her to list with you. Here are questions you should casually ask while touring the home.]

AGENT: Why did you decide to sell this home?

FSBO: *Job transfer?*

AGENT: Terrific! Where will you be moving to?

FSBO: *Minneapolis.*

AGENT: Good for you! How soon do you need to be there?

FSBO: *In thirty days.*

AGENT: Excellent! How long have you owned this home?

FSBO: *Ten years.*

AGENT: Super! How did you determine your sales price?

FSBO: *Other agents.*

AGENT: Fantastic! How are you marketing your home?

FSBO: *Open houses.*

AGENT: Great! Are you prepared to adjust your price down when working with a buyer?

FSBO: *Yes.*

AGENT: Terrific!

[When you are almost done with the tour, find out why the homeowner has decided to sell for sale by owner, and address those objections.]

Creating Urgency and Motivation in Owner: Script #2

AGENT: How did you happen to price the home? Are you sure that other homes are going to sell for this price? By the way, when you get an offer in, *Mr. FSBO*, how are you going to know before you sign your name on that dotted line that commits you to the sale of your home, that person can afford to buy your home?

FSBO: *Aren't they bound somehow, once they sign?*

AGENT: Well, they're bound to do it, except what if they can't? Now you're in a contract that they can't perform on. Now, how are you going to get out of that contract? Take them to court?

FSBO: *That would be a huge hassle.*

AGENT: Exactly—take them to court, get an attorney. This happens to people. I'm not trying to use a scare tactic at all. There's a reason that from 1989 to 2001 the percent of people who sold their home on their own has reduced from 19 percent to 13 percent. And a third of those people who did that say they would never do it again. There's a reason for that: it can be a lot of hassle, and you can get yourself into legal situations that you didn't predict. Do you know what I'm saying? And one of the things I want to do is to help you not get into those situations. So if somebody comes to you and makes an offer, and you'd like me to step in and represent your interests in negotiating the final contract and making sure they're qualified, I'll charge you a lesser fee than if I were doing everything. In fact, I have a program you might be interested in. If you bring in a buyer and take it all the way to closing without any help from me, I'll charge you nothing. If you find a buyer and you want me to represent your interests and take it to closing, do all of the legal paperwork and so forth, I'll charge you only 1 percent. If I bring a buyer to the property, I'll charge you only 4 percent. But if some other agent brings somebody in, I represent your interests in that transaction, then it would be 6 percent. Do you see how that gives you the incentive to do it on your own? But if, in the end, it ends up being sold by me or someone else, that's the only time you have to pay. Does that make sense?

Discussing Possible House Modifications: Script #1

[Make sure you take notes—the sellers will notice you are truly interested and that you care about the appointment. Genuinely praise the owners on details of the home as you walk through, and ask the sellers to put themselves in the buyer's shoes.]

AGENT: Wow, this is a beautiful kitchen. I can see that you've put a lot of money and a lot of work into it. You've got a really nice home here. It's got a lot of potential. You know what, I'd like to ask you a couple of questions, if that's okay. If you were a buyer, and you were looking at your home, what are the changes that you would make if you purchased this home? *[Listen to the response.]*

If you weren't going to sell it, if you were going to stay here, what would be the changes that you would make in the next six or twelve months? *[Listen to the response.]*

Talking to a FSBO for the First Time: Script #1

AGENT: I appreciate the opportunity to get together with you. It's always a privilege and an honor to get to meet with somebody to look at the possibilities of the _____ team helping them get their goals accomplished. What I'd like to do is, if you would, take a few minutes and walk me through your property. Point things out to me that I may not notice. Improvements that you've made since you've owned it. Also I'd like you to point out the things in your home that you personally like. Things that possibly caused you to purchase it. Because what we generally find is that the next buyer of your home will probably purchase it for the same reasons you did.

Questions to Create Motivation and Urgency: Script #1

[FSBO sellers will typically try to make you think they are not very motivated to sell their home. I ask very pointed questions that allow me to uncover their true feelings, their real motives. Because I'm looking around and taking notes rather than sitting down and staring at them, the questions are not perceived as threatening]:

AGENT: By the way, what are you going to do if the house doesn't sell? Right now the average time on the market is about sixty days. Which means that if you want to get to _____ (destination) by the date you mentioned, you really need to get your home listed today. That's why I'm asking you what you'll do if your home doesn't sell within that time frame. What is your plan if the house doesn't sell and you're not able to be in _____ (destination)?

Following Up With FSBO

Evaluating FSBO's Marketing Efforts: Script #1

AGENT: This is _____ on the _____ team. I'm checking in to see how things are going with your marketing. *[This indicates that it's not going to be a long conversation.]* This is a courtesy call. Have you had any calls on your property? *[Listen to the response.]* What's the activity been like? *[Listen to the response.]* What kind of marketing have you been doing? *[Listen to the response.]* Have you gotten any offers?

FSBO: *Yeah, we had one offer.*

AGENT: Really. That's great. Where did it come in at?

FSBO: *Well, it was a little bit low.*

AGENT: How do you feel about that?

FSBO: *Well, I don't feel really good. I'm a little worried.
[You're looking for windows of opportunity.]*

AGENT: Yeah. Generally speaking, when activity's been slow, or a property hasn't moved, we find it's for one of three reasons: marketing, presentation or condition of your home, or price. The way for us to find out which one of those it is, is for us to get together and look at a detailed market analysis to see what the market's doing. I'd love to come out and sit down with you at no cost and no obligation, to go through a market analysis. That will give us a pretty good idea of what the market's doing. And that might give you a better idea of why you haven't had more activity.

Evaluating FSBO's Showing Results: Script #1

FSBO: *I can't believe it. I've had four people call to come see it tomorrow! I've really had just a ton of showings—ten in the last two weeks.*

AGENT: Wow, that's great! Did you get any offers?

FSBO: *No ...*

AGENT: Any of those buyers indicate that they might be coming back with an offer?

FSBO: *Well, I don't know. A couple of them said they had to check their finances.*

AGENT: Yeah, I understand that can be frustrating. Mr. FSBO, you know, lots of activity isn't always a good thing. Activity with no offers. The National Association of Realtors [Canadian Real Estate Association], for example, tells us that we should get eight to ten qualified showings every thirty days. The problem with being a for sale by owner is you're not sure, out of the 10–12 showings that you got during that time period, how many of those were qualified buyers. Out of those ten people who came through your property in the last two weeks, how many of them would you say are ready, willing, and able to purchase your property?

FSBO: *Well, I'm not sure ...*

AGENT: The truth is, you really don't have any idea, do you?

FSBO: *No, I don't.*

AGENT: And I understand that can be frustrating. Because you're spending a lot of time and effort to show your property, and you're not really sure, out of those ten showings, how many of those people can purchase your home, would qualify for a loan, or are really seriously looking, are you?

Assessing FSBO's Open House Event: Script #1

- AGENT:** Hello! This is _____ with Keller Williams Realty. I'm just quickly touching base to see how it went this week. By the way, how was your open house?
- FSBO:** *It went fine.*
- AGENT:** Is there anything I may help you with? *[Listen to the response]*
Based on your timeline, the time is drawing near for you to move, isn't it? *[Listen to the response]* Why don't we sit down and go through a visual presentation and see if it doesn't make sense for me to market your property for you? I can even bring information regarding the average time to sell and close in your market. Would this be helpful?
- FSBO:** *Yes. [If she says "No", go to "Taking 'No' for an Answer" at the end of this script.]*
- AGENT:** Does tomorrow or the next day work for you?
- FSBO:** *Tomorrow.*
- AGENT:** Would you prefer morning, afternoon, or evening?
- FSBO:** *Evening.*
- AGENT:** And what time do you finish dinner?
- FSBO:** *By 7:00 p.m.*
- AGENT:** So, would 7:00 or 7:30 p.m. be best for you?
- FSBO:** *7:00 p.m.*

Taking "No" for an Answer:

- FSBO:** *No.*
- AGENT:** Okay. Good luck this week and I'll check in on you again soon to see how you're doing!

Checking In by Phone: Script #1

- AGENT:** If I could get you top dollar for your property in the next thirty days, would you list your home with me?
- FSBO:** *Yes.*
- AGENT:** Great. Let's set an appointment today. *[Leave phone number.]*

Checking In by Phone: Script #2

AGENT: If you felt absolutely confident *[pause]* that I could sell your home for you now, *[pause]* would you sell it?

FSBO: *Yes.*

AGENT: Great. Let's meet so I can show you how confident I am that I can sell your home for you now.

Checking In by Phone: Script #3

AGENT: I was calling because I saw your ad in the paper again. Did you get some good activity this weekend?

FSBO: *No.*

AGENT: Do you feel it might be time to list your home with a real estate agent?

Checking In by Phone: Script #4

AGENT: Hi, this is _____ with Keller Williams Realty. I stopped by to see you a few days ago and I just wanted to know if you've had a chance to look over our information. I am wondering what you thought about it, and what questions I could answer for you.

FSBO: *I don't have any questions right now.*

AGENT: Would you like for me to do a free marketing analysis? I'll put it in the mail for you and you will see how the other homes in the area that are similar to yours are selling, the number of days they were on the market and other information that might help you sell your home.

FSBO: *That would be great.*

AGENT: I'll get that in the mail to you today, and if there's anything we may do to help you, just give us a call. In the meantime, take a look at the information, and I'll call back in a few days.

Dropping Off a FSBO Package: Script #1

[Drop off a FSBO package in person. Include your business card, a contract, and flag or highlight the section describing how buyers can get out of contracts.]

AGENT: Hello, *Mrs. FSBO*, I happened to be thinking of you and thought I would drop this off. I think it can help you in the sale of your home because it contains information about _____. *[Refer to something in the FSBO package that you think the FSBO might be interested in.]*

FSBO: Thank you.

AGENT: How did it go this week? *[Listen to the response.]* Is there anything I may help you with? *[Listen to the response.]* If you need anything, please don't hesitate to call.

FSBO: Okay, but I'm still not interested in having you sell my home.

AGENT: I understand. If I could show you how a real estate agent's third party objectivity protects you at closing, would you be interested in discussing this further?

FSBO: Yes.

AGENT: Does tomorrow or the next day work for you?

FSBO: Tomorrow.

AGENT: Would you prefer morning, afternoon, or evening?

FSBO: Evening.

AGENT: And what time do you finish dinner?

FSBO: By 7:00 p.m.

AGENT: So, would 7:00 or 7:30 p.m. be best for you?

FSBO: 7:00 p.m.

AGENT: Wonderful! I look forward to seeing you tomorrow at 7:00 p.m. Now let's finish touring our home.

Objections to Hiring an Agent

I Want to Sell It Myself: Script #1

AGENT: Hi, my name is _____, with Keller Williams Realty. I was driving by and noticed the sign in your yard.

FSBO: *We don't want to list with a real estate agent!*

AGENT: I appreciate that and that was not my reason for stopping. I was simply wondering if you have a Seller's Disclosure?

FSBO: *Yes!*

AGENT: Great, here's my card [*hand them your card*]. If you ever need anything, please don't hesitate to call.

I Want to Sell It Myself: Script #2

AGENT: Hi, my name is _____, with Keller Williams Realty. I was driving by and noticed the sign in your yard.

FSBO: *We don't want to work with a real estate agent!*

AGENT: I appreciate that and that is not my reason for stopping. I was wondering what you are going to do after you sell the home. Will you be staying in this area or will you be leaving town?

FSBO: *We will be looking for another home in this area!*

AGENT: Great, I tell you what; while you're working hard on the front end trying to sell your home, why don't you let me work hard for you behind the scene, because my specialty is in finding buyers great values in their next home? What do you say?

FSBO: *We would rather sell first then look.*

AGENT: Great, have you prepared a Seller's Disclosure?

FSBO: What's that?

AGENT: It is basically a statement that discloses your homes current condition. [*Hand them a copy.*]

FSBO: *The condition of our home is fine!*

AGENT: I'm sure it is; however, state/province law requires you to supply each potential buyer with a copy. I hope you have great success in the sale of your home. If there is ever anything I can help you with, please don't hesitate to call. [*Hand them your business card.*]

I Want to Sell It Myself: Script #3

AGENT: I can appreciate that, and you're right, you probably can sell it on your own. I am clear on that just based on my conversation with you. However, does the buyer actually pay the commission?

FSBO: *No.*

AGENT: Correct, for the buyer there are no fees involved. All they do is contact an agent, who does all the searching and driving. When the buyer says they like this one, the agent does the comparisons (to make sure the buyer gets the price), all the negotiating, all the inspections, and all the escrow. And for the buyer it doesn't cost them a thing. So what do you think might motivate a buyer to do all that work on their own.

FSBO: *Nothing.*

AGENT: You're right. As much as you're doing things right you're limited to the quality of buyers you can attract. You want the most serious buyers, don't you? Let's schedule a meeting to get your home sold.

I Want to Sell It Myself: Script #4

FSBO: *I just want to sell it myself.*

AGENT: I certainly recognize and appreciate that. My thought is that you're selling it on your own to save the commission.

FSBO: *Right. I need to net a certain amount.*

AGENT: I understand that the real estate commission you pay really has nothing to do with the value of your home; it's a fee for the services we offer. If you can do those same services, you're entitled to keep your fee. I have no problem with that. Let me ask you a question: Do you think there might be a time that you might find that you need an agent? You know *Mr. FSBO*, when a homeowner does work with a real estate agent, it offers them high visibility of a Multiple Listing Service and the pulse of the working industry.

FSBO: *Possibly, but I think I can find buyers on my own.*

AGENT: That's great. Would you have any objection if I just periodically gave you a ring and stayed in touch, just in case you might need my help? If you don't, that's fine, too. But that way, if you ever decide that you might need my assistance, I'd be here for you.

FSBO: *Okay.*

I Want to Sell It Myself: Script #5

FSBO: *I want to sell it myself.*

AGENT: That's great; may I ask why?

FSBO: *I don't want to pay the commission.*

AGENT: I understand that. Are you aware of the fact that many times an agent is able to net more money than if a home is for sale by owner (FSBO)? The main reason is that a purchaser, when looking at a home that is FSBO, deducts the commission from the price, and uses that new price to make an offer to you. You'll end up with the same net result, or probably a little less, and so you might as well have a professional handle it for you. Let me ask you this question: would you consider paying a 3 percent fee if I brought you the buyer?

FSBO: *If it was a good buyer. And if I was still able to make my net goal.*

AGENT: Okay. Because I find what will quite often happen is the owner is willing to pay a 3 percent fee for what I would call a "finders" fee, so we're basically just talking about 3 percent here, correct?

FSBO: *Yes.*

AGENT: And you're priced at about _____ so we're looking at roughly _____. I can tell you that, quite often, with the extra demand and sense of urgency that I can create—my list-to-sell ratio was _____ percent—I can often net more money than if you tried selling it on your own. The best thing for me to do would be to come and meet with you. I could show you the statistics and explain how you can net more money working with an agent who knows what he's doing. Would you be interested in making an appointment?

FSBO: *Well, I'm fairly sure I can find buyers on my own. What can an agent do for me?*

AGENT: I understand. You probably can find buyers on your own, but you need to understand one thing. Do you mind if I explain something to you?

FSBO: *No, please do.*

AGENT: Okay, if you have ten people who all want to buy one thing, what do you think is going to happen to the price?

FSBO: *The price will go up.*

AGENT: Let's say you have five things for sale and there's only one person who wants to buy them. What would happen to the price?

(continued on next page)

I Want to Sell It Myself: Script #5 (continued)

FSBO: *The price would drop.*

AGENT: And that's exactly what happens after you list a property. When you put your property on the market, instead of getting the one person looking at four or five things, you'll be getting the ten people looking at one. Therefore, with the real estate community, 80 percent of active buyers are working with a real estate agent. You will immediately be exposed to all one thousand agents in our marketplace, who are then going to be able to create that sense of urgency to create a scene where ten people are after one property. Does that make sense?

FSBO: *It does. But how are you going to do that?*

AGENT: Keep in mind that, first of all, when you list your property with me, I'm constantly marketing for buyers. I'm constantly running advertisements. I've got my ads all over the Internet. So our phones are ringing every single day with buyers. The moment you get listed with our office you're going to immediately tap into this pool of purchasers. It's going to happen immediately.

I Want to Sell It Myself: Script #6

FSBO: *Well you know, we're thinking about putting it on the market ourselves. With what we need to net, we just can't afford to pay any commission.*

AGENT: Okay, so you're thinking about putting it up for sale by yourselves because you want to net a certain amount, and therefore, you can't afford to pay the commission—is that correct? I can appreciate that. Because what's most important to you, and what's most important to almost everyone I speak with, is getting as much money as you can. Is that true?

FSBO: *Right.*

AGENT: When all this is said and done, what you're concerned with is netting the most amount of money. So let me ask you this: if I could show you how I could net you more money than you could get on your own, even after paying commission, and with me doing all of the work, is that something that would interest you?

FSBO: *Yes.*

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I Want to Sell It Myself: Script #6 (continued)

- AGENT:** That would be fabulous, right? I would do all of the work, and when it was finished, you would wind up with just as much if not more money in your pocket than if you had to deal with it yourself. Would you be willing to talk about that?
- FSBO:** *That makes sense—sure.*
- AGENT:** Okay, fabulous. Because, in the end, what it really comes down to is that it's not how much you pay, it's how much you keep.
- FSBO:** *Right. Absolutely.*
- AGENT:** Yes, absolutely. If you were going to walk away with more money, you'd pay me 20 percent, as long as, in the end, you walk away with more money, right?
- FSBO:** *I guess you're right. I wasn't seeing it clearly before.*
- AGENT:** Terrific. You know, statistically, a for sale by owner ends up netting less money than if they had used a professional agent. Were you aware of that?
- FSBO:** *No. I just thought you put it on the market and wait until somebody brings you an offer, and then you take it.*
- AGENT:** That is true for a lot of people. However, in this market—and I can show you statistics—a good agent like myself will more than pay for himself/herself. Because you have none of the work, none of the liability, and all you have to worry about is getting your check at the end. Doesn't that sound great?
- FSBO:** *That does sound great.*
- AGENT:** Terrific. When can I come over—would 2:00 p.m. tomorrow work or would 7:00 p.m. be better?

I Want to Sell It Myself: Script #7

- AGENT:** If there was a financial advantage to having your home on the market through an agent, would you do so? *[Explain to the seller how to get top dollar, how we can expose their home to the broader market, how we can get it done quicker than the average FSBO, and how we can get them closer to their actual list price than if they were to sell it themselves.]*

I Want to Sell It Myself: Script #8

AGENT: You said you had to move to _____ (place) by _____ (time), right? Based on the time it takes to get it properly exposed to the public [*pause*] and sell it, we need to get together as soon as possible. So let's set an appointment today.

I Want to Sell It Myself: Script #9

AGENT: When it's convenient for you, we can meet. I'll take a look at your home. I'll tell you realistically how much it will sell for in today's market, [*pause*] how long it will take, [*pause*] and what exactly it is I am doing to get all these homes sold. From there, you can decide what's best for you. How does that sound?

I Want to Sell It Myself: Script #10

FSBO: *I really want to sell it myself.*

AGENT: Put yourself in the buyer's shoes. If you were buying a home, wouldn't it make sense to use the free service of a professional agent? All the buyer has to do is contact an agent. That agent will do all the searching, all the driving, all the negotiating, and will handle all of the details of the closing—and it doesn't cost the buyer a penny for this service. So what is going to motivate the buyer to do all the legwork on their own? You have probably noticed that your home has been attracting a number of causal lookers, unqualified buyers, and bargain hunters. Let's get together so I can show you how we target the most serious and qualified buyers for your home. [*Offer two appointment options.*]

I Want to Sell It Myself: Script #11

FSBO: *I really want to sell it myself. That is easier than using an agent.*

AGENT: You probably could sell it yourself. May I ask you what you do for a living? Would you say your job is a bit more complex than it might look to an outsider? Realistically, could I step into your shoes tomorrow and do your job for you? It probably takes a lot of training and experience to be really good at it—doesn't it? It's the same in my business. Getting the results that I do requires skills that I have developed over a long time. Skills that have yielded more than ____ home sales each year. Let's sit down for fifteen minutes so I can show you how I can save you money and protect your interests. *[Offer two appointment options.]*

I Want to Sell It Myself: Script #12

FSBO: *I want to sell it myself. I've already had a lot of showings.*

AGENT: That's good. Unfortunately, no one has bought your home. Truthfully, you must realize that with that many showings and no offers, the buyers are buying other homes. Sometimes buyers don't feel at ease working directly with a seller. Working with a third party, like myself, removes the emotions and helps both parties feel comfortable making a commitment. Let me show you how I sell ____ homes per year. *[Offer two appointment options.]*

I Want to Try to Sell It Myself a Little While Longer: Script #1

FSBO: *I want to continue to try to sell it myself a little while longer before hiring an agent.*

AGENT: I understand. Last week I met with a seller, just like you, who was waiting to hire an agent. In fact, they had been waiting for two months and had no success selling their home. I listed their home at the same price they had and in six days we had multiple offers. It sold for more than the list price. We expose your house to ____ agents throughout ____ counties. They all have the opportunity to sell your home to qualified buyers. I don't mind dropping by to see if your home is a good candidate for the same kind of results. What's convenient for you? *[Offer two appointment options.]*

I Want to Try to Sell It Myself a Little While Longer: Script #2

FSBO: *I want to wait a little while longer to see if I can sell it on my own.*

AGENT: Keep in mind, that as you wait, you could miss a serious buyer who has connected with a professional agent, who is preapproved, and who is viewing only secured listings. The average agent steers away from unsecured listings for fear of never being paid. Mr. FSBO, you said you wanted to be in _____ (city) by _____ (date). Based on the time it takes to market and then close on your home, we need to get together as soon as possible. *[Offer two appointment options.]*

I Want to Try to Sell It Myself a Little While Longer: Script #3

FSBO: *I want to try and sell it myself for another month. If it doesn't sell, then I might consider a real estate agent.*

AGENT: Are you aware that there are currently _____ homes on the market and as we go into the Spring months, that number will increase. I always say, "As the flowers bloom in Spring, so do the signs!" In any given month only ____percent (20 percent) of the homes on the market actually sell, which means our county has a five-month supply of homes on the market. Yet each month an additional ____ (900+) homes enter the market. We need to get together and put your home on the market now to beat the Spring rush. *[Offer two appointment options.]*

I Don't Want to Sign an Agreement: Script #1

- AGENT:** What additional concerns do you have that would prevent us from getting started?
- FSBO:** *I'm just not comfortable being locked in.*
- AGENT:** I've offered the easy-exit listing program. If at any time you're unhappy with my service—I have it here in writing—you can let me go. I'm going to protect my position on the fees that I charge to defend and protect your equity position. If we get into a contract and you want to let me go and not pay me, that won't work. But, I'm not going to let you down on your equity, either. Today, as we sit here, one of three things is going to happen. First, you're going to go ahead and decide to hire me because you think I'm the right agent and that I can do a great job for you. Second, you'll think, "If we hire him, he's going to do such a great job that he'll sell the house and we'll have to move. We just wanted to find out what the market was like. We don't really want to sell our home today." Therefore, you wouldn't hire me. And that's okay too. I'll let you know what's going on in the market. Or thirdly, we might decide that I'm not able to help you. There might be a situation where I can't meet or exceed your expectations. If we reach that point, it's best that I let you go, because I'd much rather turn you down today than let you down later. Is that a fair assessment?
- FSBO:** *Yes.*
- AGENT:** Let's decide on a time to meet so that we can see where we stand.

You Have a Reputation as a Low-Price Listing Agent: Script #1

- FSBO:** *I've seen your name on a lot of signs in the area. The word around here is that you have sold some properties at a low price.*
- AGENT:** [*Chuckle*]—I wish I had that kind of control over the marketplace. Unfortunately, the marketplace is controlled by the buyers. We put a property out to the market, and the market determines the price. Unfortunately, I don't determine the price.
- FSBO:** *But don't you have an influence on the buyers?*
- AGENT:** Oh, yes—I absolutely can influence the buyer. But it's very simple. You can look at the stock market as an example: if GM stock is selling for \$110 per share today, would you buy it for \$130?

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You Have a Reputation as a Low-Price Listing Agent: Script #1 (continued)

FSBO: No.

AGENT: That's how it is with the housing market too. Most people believe that the housing market is in constant increase or decrease. But it's really a very static market. We can have situations where supply and demand drive the entire market. Let's say that right now I'm interested in buying a home in _____ neighborhood, but there's nothing for sale there. If a house suddenly comes up for sale, and just as suddenly there are three people who want the house, then guess what—the price goes up through the roof on that one property. The next week, six more homes abruptly come onto the market. Now we have only two buyers left, and guess what's going to happen now? The price is going to come way down on them. You can see that the little momentary blip when the price spiked is not a trend; it's just a little blip. The market is all over the place, and it's my job as an agent to try to explain that to you. A buyer is going to do his homework, just like I do the homework for you—he's going to learn the same things about supply and demand. So, unless you're talking about a property that is so unique that a buyer wants it at any expense, you're going to be dealing with generals, and so I'll be giving you a general idea of what the market is doing.

You Have a Reputation as a Low-Price Listing Agent: Script #2

Question for Seller to Explain How Buyers Control the Market:

AGENT: *Mr. FSBO*, let me ask you a question: When's the last time you went to a cocktail party and heard somebody brag that they overpaid for a new home?

You Have a Reputation as a Low-Price Listing Agent: Script #3

- FSBO:** *Yes, I recognize your name—you sell a lot of houses in the neighborhood. But I've noticed they are priced too low, in my opinion.*
- AGENT:** That's interesting but not actually accurate. Most of my houses are sold at top dollar for the neighborhood. First of all, I don't want our neighborhood to depreciate—I'm not one of those agents who looks for volume sales. Certainly, I do want to sell a lot of houses, but my first priority is to answer the question: "What is most important to my client?" And so I ask of my clients: "What is most important? A fast sell? Getting every dollar out of the sell that you want?" I want you to know that I'm very careful about the needs of my clients—not about my needs, but about determining your need as being either selling fast or selling for the most dollars. But I do want to sell the houses for at least their market value.

You Have a Reputation as a Low-Price Listing Agent: Script #4

[Tone of voice is crucial in using scripts.]

- FSBO:** *I've seen your ads and signs. I've heard you price homes too low.*
- AGENT:** If you don't mind, let's take a minute and go through what's been selling in your neighborhood. Here's a home, same model as yours, and it sold for _____. Here's another one that's similar and available. They're asking _____ but they have a swimming pool and that has not sold. Here's one a little bit smaller and that sold for _____, and here's one that is a little bit bigger and that sold for _____. Based on this, what do you think your home should sell for?
- FSBO:** *I agree with your price.*
- AGENT:** Based on what we do to sell a home, I expect to get two to three showings per week. I expect to get an offer every thirty to forty-five days. If we don't, the market would indicate a fine-tuning price adjustment is necessary, somewhere around 2–3 percent. Does that make sense?

You Have a Reputation as a Low-Price Listing Agent: Script #5

AGENT: Did you know that my statistical average is in fact 98.2 percent list to sell? *[Make sure to use your number.]* Why don't we get together and let me show you what the _____ team does that allows us to sell so many more homes than our competitors. Would today or tomorrow at 6:00 p.m. be better for you?

You Have a Reputation as a Low-Price Listing Agent: Script #6

FSBO: *I know you sell a lot of houses in this area, but I think you sell them too cheap. You set the price too low.*

AGENT: Unfortunately, I don't control the market. The market speaks for itself. The buyers are the ones who tell us what a house will sell for. They tell us what they're willing to pay when they make an offer on a property. The truth of the matter is, in this market, if you price a property too low, you'll wind up getting multiple offers, and eventually more than list price for it. If you price a property at market, you'll probably get a sale in a reasonable amount of time. However, if you price it above market, either it will take a very long time to sell or it won't sell at all. I can do a market analysis, which will show you what comparable properties have sold for, and based on that, you determine the price. Is tomorrow evening a good time to meet?

You Have a Reputation as a Low-Price Listing Agent: Script #7

FSBO: *I've seen your name on a lot of signs in the area. The word on the street is that you have sold some properties at a low price.*

AGENT: I can understand why you would think that. However, I do my very best to give you a price range that I think the marketplace will support. My experience tells me that if your property is priced too low, you're going to have competing bids. We'll typically get into a bidding situation. When you get into danger is on the other side, when you price your home too high. The greatest danger in the marketplace is stigmatizing your home. How many times have you driven by a house for sale month after month after month? What's the first thing that goes through your mind? I have a feeling I know what's going through it. The same thing goes through mine. The same thing goes through everyone's mind: "There must be something wrong with that property." But, Mr. and Mrs. Seller, there is nothing wrong with that property. It's just overpriced. The marketplace will not support their price. As a result of overpricing their home, they have permanently stigmatized it, not only with the broker community, but with the neighborhood buyers as well. Do you really want to do the same thing with your home?

With every single listing I have, I include not only the listing provisions, but a price-reduction schedule as well. If you're not doing that, you are making your life miserable. The last thing you want to do is call your clients every week and beg for a price reduction.

—Jace Glick

I Can Find Buyers on My Own: Script #1

FSBO: *I can find buyers on my own. I don't need you.*

AGENT: I understand that. Let me ask you a question. If we had a buyer who was willing to pay a price that was acceptable to you—let's say you're asking \$146,000, and I had a buyer that brought you an offer next week of \$146,000—are you telling me that you would not accept that offer, that you would not be interested in working with us and that buyer?

FSBO: *I might be interested, but I have some other interested buyers.*

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I Can Find Buyers on My Own: Script #1 (continued)

AGENT: Well, I tell you what. The way I'm looking at this is, basically, you don't have anything to lose by giving me the opportunity to come out and meet with you, walk through your property, get to know your home, and take some notes so that I can see if it matches the criteria for what any of our buyers are looking for. There's no obligation. I'm not going to ask you to sign anything. All I'm asking for is the opportunity to come out and look at your home to see if we have a buyer that might be interested in it. I understand and appreciate the fact that you can find a buyer on your own. The only thing you're doing by allowing me to come out and see your home is increasing your exposure to more buyers and increasing the possibility that you might be able to get top dollar in less time.

I Can Find Buyers on My Own: Script #2

FSBO: *It's a seller's market, so I'm sure I can find buyers on my own.*

AGENT: That's a pretty interesting point, and one of the benefits I can bring you, or one of the services I can offer you at no obligation, is to give you a supply-and-demand analysis for your area, in your price range, to give you a true picture of whether or not it is a seller's market. It may very well be. But the biggest advantage I can bring to you is increased exposure. Your exposure right now is pretty limited to whatever marketing you're doing, plus the sign in your front yard. The other advantage is, not only increased exposure through the _____ team—in the fact that we're working with anywhere from ____ to ____ buyers at a time—but if I were to bring you a buyer, my buyers have already been prequalified, and they're serious buyers too. Some of the disadvantages of being a for sale by owner are that when you do get buyers who come to your home, first of all, you don't know if they're prequalified, and second of all, you don't know their motivation. They may just be shopping, or they may very well be serious. But you don't know.

FSBO: *And your buyers are ready to go?*

AGENT: They're all prequalified. And they're all serious buyers.

I Can Find Buyers on My Own: Script #3

FSBO: *Well, you know, I'm sure that in this market I'll find plenty of buyers to buy this property. I don't think I really need an agent.*

AGENT: Well, you know what, Mr. FSBO? You're right: In this market there are tons of buyers. You're absolutely right. You could put a sign out front and find buyers who knock on your door and make you an offer. Am I right? But isn't it important for you to get the most money for this property?

FSBO: *Well, yes.*

AGENT: Think about it: If you can gather as much interest in your house and buyers as you can get with only this much exposure [*hold hands a slight distance apart*], think about the amount of qualified, highly motivated buyers that I can get [*hold hands far apart and make big circle motions*] with all of the resources that I have to expose your property. Don't you think that means you'd get even more buyers and even more money?

FSBO: *Well, what do you mean?*

AGENT: What I mean is that the kind of buyers you want are serious buyers, correct? So let's think about this. Most serious buyers are working with a real estate agent. A serious buyer is ready, willing, and able to buy. They are prequalified and preapproved. They have money in their pockets and they want or need a house now. That's the kind of buyer you want, correct? You want a serious buyer—not a low-baller or a “Looky-Lou,” but a really serious, qualified buyer. That's what you want, right?

FSBO: *Right.*

AGENT: Well, if that buyer wakes up and they're ready, able, and willing to make an offer; they need a house and they're ready to buy a house now; do you think they're going to hunt around on their own, driving up and down the street, running through all kinds of newspaper ads? Trying to worry about finding the right house, worrying about contracts, negotiations, worrying about price, worrying about financing, worrying about all of that? Or, do you think they'll call up a professional, well-known real estate agent, so that they will be driven around town, probably taken out to lunch, and have someone who will do all the work for them? If you were a ready, willing, and able buyer, which way would you go?

FSBO: *Well, I'd have an agent.*

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I Can Find Buyers on My Own: Script #3 (continued)

AGENT: Right. So if all of the serious buyers are working with agents, then you would be really, really wise to have your home listed on the market, get the proper exposure, the proper marketing, the proper networking, and the proper representation. Plus, we'll get you more money. Doesn't that sound good?

FSBO: *Sure.*

I Can Find Buyers on My Own: Script #4

FSBO: *You know, in this market there are so many buyers and so few houses for sale, I'm sure I can find a really good buyer on my own.*

AGENT: Yeah, you know what—I'm sure you could too. I'll bet one or two buyers will certainly come in from your signs, and that would be great. But let me ask you something, Ms. FSBO: Have you ever purchased something at an auction?

FSBO: *Well, sure.*

AGENT: Okay, and the auctions have a set price that they start with, right? We could say that is the list price of your house, right? So let's say that one or two buyers come in and they write offers. Now you have two people competing against each other, just like at an auction. I'm sure you can get one or two people competing for your house, and that would be great. And the price will go up a certain amount. At an auction, if you have ten people bidding on a particular item, what happens to the price of that item?

FSBO: *It goes up.*

AGENT: Yes, it goes up. Sometimes up to ten times the original asking price. That's a little bit more than just two. What's better for you? Negotiating ten times the amount? Or two times the amount?

FSBO: *Well, I guess ten people bidding on it is better.*

AGENT: Okay, right. With the marketing, advertising, and brand name of _____ (team name), I'm very confident we can expose your property to more people, get more people interested in your home, stimulate them to write offers, and negotiate those offers out to you.

FSBO: *Wow, that sounds great!*

AGENT: Doesn't that sound like a more powerful way to go?

FSBO: *It sure does.*

AGENT: Let's do that. Let's do the right thing. Let's make the right financial decision for you and your family and get your house on the market.

I Can Find Buyers on My Own: Script #5

FSBO: *You know, in this market there are so many buyers and so few houses for sale, I'm sure I can sell my house on my own.*

AGENT: You know, you're right—you can sell it yourself. And you can probably find a really decent buyer to buy your house. That's what you're thinking, right?

FSBO: *Absolutely.*

AGENT: Okay—well, let me ask you something: If you buy a piece of jewelry, let's say a designer watch, you go to a jewelry store and buy it. Do you expect to bargain that watch price down, or do you expect to pay market value for it?

FSBO: *Market value.*

AGENT: Right. Because there's a salesperson involved, isn't that right? There's a professional environment and a salesperson involved. Now, let's say that the same designer watch is for sale, still in the unopened package, at somebody's garage sale, out there on a table, on a sidewalk. Now would you think you would have to pay fair market value? Or would you think you could bargain the price down?

FSBO: *I would offer \$10 and see where things went.*

AGENT: You would think you could really bargain it down because there's no professional environment, and there's no salesperson involved. This home of yours is a huge asset. Let's do the right thing; let's get the professional environment, let's get the professional salesperson, and let's make sure we get you fair market value today for your house. Doesn't that sound great?

FSBO: *Actually, that does sound like a better move.*

I Can Find Buyers on My Own: Script #6

FSBO: *I'm pretty sure I can find buyers on my own. What are you going to be able to do for me that I can't do on my own?*

AGENT: I wouldn't know that until I saw your house. I may not be able to do anything for you. But you do want to sell the house correct?

FSBO: *Definitely.*

AGENT: If I had a buyer who I was working with, who wanted to buy your house, and I could net you more than you could by selling it yourself, would you be interested?

FSBO: *Yes.*

AGENT: When do you think we might be able to get together for ten or fifteen minutes? Late afternoon today? Tomorrow morning?

FSBO: *Today works best.*

AGENT: Then we'll see you today at 4:00 p.m.

I Can Find Buyers on My Own: Script #7

AGENT: Absolutely. I have a lot of buyers who look for for sale by owners. Can I tell you why?

FSBO: *Sure.*

AGENT: Because the National Association of Realtors [Canadian Real Estate Association] statistics show that 75 percent of for-sale-by-owner sellers will ultimately sell their home through an agent. Do you know why?

FSBO: *No, I don't.*

AGENT: If you were a buyer, where would you go to find a home?

FSBO: *I'm not very experienced, so I'd probably go to the newspaper or find an agent.*

AGENT: Maybe you'd find an agent, because you know that having that professional work for you isn't going to cost you anything, right? The seller will end up paying the commission, isn't that correct?

FSBO: *That's true.*

AGENT: So you're going to go out and find an agent. What do you think that agent is going to do as soon as you start working with them?

FSBO: *Probably contact other agents.*

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I Can Find Buyers on My Own: Script #7 (continued)

- AGENT:** Yes. Or, because you're his buyer, he's going to end up meeting with his lender, to find out what you qualify for and what type of loan program is right for you. What does that mean? Well, it means that a lot of the qualified buyers are already working with agents. So do you think those buyers who are not working with agents might have some problem as far as qualifying for a home?
- FSBO:** *I suppose.*
- AGENT:** So you might end up working with buyers who are not qualified.
- FSBO:** *I really don't want that.*
- AGENT:** You may also deal with buyers who are intentionally looking for FSBO situations. May I tell you why? There are buyers who are not just looking at one property, but are looking around for a deal, something under market. Do you want to sell your home below market, above market, or at market?
- FSBO:** *Above market would be excellent.*
- AGENT:** So it sounds like we need to set an appointment so we can discuss what my marketing plan can do for you. You'll learn how we can make you the most amount of money from the sale of your home. Would tomorrow at 4:00 or 5:00 p.m. work for you?

I Can Find Buyers on My Own: Script #8

- AGENT:** I see that your home is for sale by owner and I was wondering if you've been in contact with a real estate company?
- FSBO:** *I can find buyers on my own.*
- AGENT:** How many websites have you listed with and are you on the Multiple Listing Service? How are you going about marketing your home? If you're just dependent on your for-sale-by-owner sign in your yard, or just an occasional ad or two in the paper, that's not going to sell your home. We find that 60 percent of all homes sold nationwide are sold on the Multiple Listing Service. Twenty-seven percent of those homes are sold with a sign in the yard. The rest of that 60 percent represents the marketing efforts that we do to sell homes. Having your home on the Multiple Listing Service is the most important thing you can do. Having a real estate sign in your yard is very important too. But we will conduct extensive advertising programs to help you sell your home.

It's Not That Hard to Sell a Home: Script #1

[The homeowner is thinking that anyone can sell a home—especially since there is a wealth of information in bookstores and on the Internet. Because the homeowner's pride is at stake, it is very important that you ask questions, listen, and explain.]

AGENT: *Mrs. FSBO*, you mentioned earlier that you don't think it will be difficult to sell your home. You also mentioned that you have to be in your new home by _____. I'm wondering, has anyone sat down with you to discuss the typical time line of a sale?

FSBO: *No.*

AGENT: Let's imagine that you sold your house two weeks from now; would you be pleased with that?

FSBO: *Very pleased!*

AGENT: *Mrs. FSBO*, the reality is that, even within that time frame, you still might not make your move date. Would it be helpful to sit down and discuss how time lines work for or against you in today's market? At the very least you will understand the timing involved. I can even bring information regarding the average time to sell and close in your market. Would this be helpful?

FSBO: *Yes.*

I Get Marketing from Other Homes for Sale in My Area: Script #1

FSBO: *There are a lot of houses for sale in my neighborhood, so I'll get free marketing from their signs.*

AGENT: That's a good point. But, there's a different quality of buyer that you're going to attract, based on whether or not you're listed with a professional agent or selling yourself, and there's a different quality of buyer depending on the agent you choose. So just because there are other homes in your area that are active on the market right now and they're listed with an agent doesn't necessarily mean that you're going to attract attention from those listings. You may or you may not.

FSBO: *Don't you think I should wait and see?*

AGENT: What have you got to lose? The only thing I'm asking for at this point is to preview your home to see if I have a buyer who's ready, willing, and able to purchase your home. I'm not asking you to sign anything. I'm not asking for any commitment. The only thing I'm asking for is the opportunity to see your property.

I Get Marketing from Other Homes for Sale in My Area: Script #2

FSBO: *There are a lot of houses for sale in my area. I've seen one up the street and there's one around the corner with a sign in the yard. I'm sure I'll get plenty of free marketing from them.*

AGENT: You need to understand that a lot of purchasers don't care to purchase for sale by owners (FSBO). They're not comfortable and they like to have representation. For example, within our office, our buyers are all under buyer agency contracts, so even if we're going out looking at properties, if they find something that is FSBO, they will contact us and then we will attempt to make the transaction work. It's not as simple as all these purchasers just dropping what they're doing and looking for FSBO. They want that representation and they're not comfortable dealing directly with a FSBO.

I Get Marketing from Other Homes for Sale in My Area: Script #3

FSBO: *I get marketing from other houses for sale in my area.*

AGENT: Are you happy with the number of qualified buyers that are coming through your home? *[Listen to the response.]* Are you happy with the conversion rate of qualified buyers from all the showings you have had? *[Listen to the response.]*

I Get Marketing from Other Homes for Sale in My Area: Script #4

FSBO: *I want to sell my house. But I noticed there are a lot of other houses in the neighborhood, so I'm wondering if an agent is important. I mean, I've got basically free marketing going on. Do you think that will work?*

AGENT: Only partially. Aren't most of the homes listed with agents?

FSBO: *Yes, most of them are listed with agents.*

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I Get Marketing from Other Homes for Sale in My Area: Script #4 (continued)

AGENT: You know, when you go into a very fancy neighborhood and you look at the large, beautiful houses, you almost never see for-sale-by-owner (FSBO) signs. The commissions on those expensive houses are a lot of money. And the people who own those houses are typically intelligent. If it made sense financially to go without an agent, these are the individuals who would do it that way. People who are serious about their houses are serious about getting professional help. Agents do make a difference. If they didn't, they wouldn't exist as an industry. Not only do we exist, but we thrive.

FSBO: *I'm sure wealthier people hire agents—they can afford it! One thing I'm concerned about is making a certain net.*

AGENT: True. Everybody wants the most for their house—no matter their income. I will help you, even if you decide to stay as a FSBO. But if you need help, you need to have somebody that you trust, and who you like. I've got the credentials, and you will feel like you can trust me, because you can.

I Get Marketing from Other Homes for Sale in My Area: Script #5

FSBO: *I've noticed several houses in my neighborhood with signs. I'll get free marketing from them.*

AGENT: You probably can piggy back on some of their marketing. But your main goal is to net a certain amount, correct? If one of the agents showing those other properties has a buyer, you're willing to pay a partial commission, right? But you're not willing to pay the full commission—is that what I'm hearing?

FSBO: *Yes.*

AGENT: I've got a number of buyers who are interested in that area. Would you briefly describe your house? *[Proceed to close an appointment. Then, right as you're about to hang up, say:]* By the way, is there a particular reason you were not going to list with an agent? Was it to increase your net? If I could sell your home and net you more money than if you sold it yourself, would you be interested?

FSBO: *How could you do that?*

AGENT: We'll go over that at our appointment today at 4:00 p.m.

I Get Marketing from Other Homes for Sale in My Area: Script #6

FSBO: *I can get marketing from other houses for sale in my neighborhood. I saw some signs around the corner, another a few houses down.*

AGENT: What are you going to do once you find a buyer?

FSBO: *I hope they have an agent who can qualify them to buy my property.*

AGENT: Where do you think agents go to find properties?

FSBO: *I'm not really sure.*

AGENT: That is an important issue. What do you do for a living?

FSBO: *I'm a plumber.*

AGENT: Do you work on a jobsite or do you work in a shop?

FSBO: *I'm on call out of a shop.*

AGENT: Do you deal more with plumbers or customers?

FSBO: *In my case, a lot of plumbers.*

AGENT: In terms of plumbing issues, is it easier to deal with plumbers or customers?

FSBO: *Plumbers.*

AGENT: This is just like that situation, because agents want to deal with other agents, they know what to expect. An agent doesn't know what to expect from you. They may be a little leery of you getting into a contract with their client. So if an agent doesn't feel comfortable dealing with you because there is no other agent involved, they'll be a lot less likely to bring their buyer in to get a contract written up. Does that make sense?

FSBO: *Plumbers.*

AGENT: This is just like that situation, because agents want to deal with other agents, they know what to expect. An agent doesn't know what to expect from you. They may be a little leery of you getting into a contract with their client. So if an agent doesn't feel comfortable dealing with you because there is no other agent involved, they'll be a lot less likely to bring their buyer in to get a contract written up. Does that make sense?

FSBO: *I guess it really does.*

AGENT: Great. Now you can see why we need to get together. *[Set appointment.]*

I Get Marketing from Other Homes for Sale in My Area: Script #7

FSBO: *I can get marketing from other houses for sale in my neighborhood.*

AGENT: That's a good point. You probably will get a little exposure from people going to see other listings in the neighborhood. Are these other listings with an agent?

FSBO: *One of them is.*

AGENT: Really, you've probably got one listing that's bringing more attention to the neighborhood due to the exposure in the Multiple Listing Service and the marketing being done by their agent.

FSBO: *What's the Multiple Listing Service?*

AGENT: The Multiple Listing Service is a database of properties. Every agent, once they get a listing, inputs the property into the Multiple Listing Service. This allows every agent in the state/province to show that listing to any buyer they might have.

FSBO: *And I can't get on it without an agent?*

AGENT: No, you cannot. It's exclusively for agents. That's where 95 percent of all residential listings are sold—through the Multiple Listing Service system. So there's a 95 percent chance that the property down the street will sell more quickly than yours due to all the other agents working to sell their listing. I've also found that when buyers are out shopping for houses, when they see a for sale by owner, they generally offer less than if the house is listed by an agent.

FSBO: *Why? I'm not going to take advantage of them.*

AGENT: Generally, the buyer will reduce their offer by at least the amount of the commission they were expecting to have to pay. So if you're asking \$150,000 for your house, they're going to take 6 percent off of that, because they know you're not going to be paying a commission. They try to use that as a negotiating factor.

I Get Marketing from Other Homes for Sale in My Area: Script #8

- AGENT:** Are most of those houses listed with agents?
- FSBO:** *I think so. I imagine they'll bring in traffic.*
- AGENT:** Do you think those buyers will go home and just give you a call?
- FSBO:** *I think so.*
- AGENT:** If you were a buyer out in the marketplace and you had to choose from the following: (1) go out with me in my car to see all the best listings in the neighborhood, or (2) drive around yourself, look at all the houses that are on the market by owner, and try to find the best-priced home; which would you choose? Which would be more convenient for you?
- FSBO:** *In those terms, obviously with you.*
- AGENT:** If I am out with my buyer and I'm showing all the best properties on the market, and your property is not on the market, don't you think those buyers are going to miss your property?
- FSBO:** *I see.*
- AGENT:** In order to get you the best exposure, don't you think we need to get your house on the market right now?
- FSBO:** *Probably.*

I Get Marketing from Other Homes for Sale in My Area: Script #9

- FSBO:** *There are a lot of houses for sale in my area. I'm sure I'll get free marketing from them.*
- AGENT:** That's true, but there's also the issue of qualifying and closing. Knowing how to overcome the buyers' objections are what our agents are trained to do and we know how to qualify them if they need creative financing.

My Relative Is a Real Estate Agent: Script #1

- FSBO:** *My brother-in-law is a newly licensed agent. I'm going to let him sell my house.*
- AGENT:** This is a major financial decision for you, correct?
- FSBO:** *Yes.*
- AGENT:** How many homes has your brother-in-law sold?

(continued on next page)

My Relative Is a Real Estate Agent: Script #1 (continued)

FSBO: *He's sold I think two or three. But he's really excited about the possibility of working with me. And he is my brother-in-law, after all.*

AGENT: I understand that you want to help out your brother-in-law. But this is a business decision. Just like if you were going to buy stock in the stock market. You might say, "You know, that stocks only worth \$10, but gosh, that's my brother-in-law's company, so I'll pay \$12." In selling your home, the most important thing is that you can net the most amount of money, isn't that true?

FSBO: *That is the bottom line, yes.*

AGENT: And you want your contract negotiated properly?

FSBO: *Yes.*

AGENT: And you want to have maximum exposure?

FSBO: *Yes, lots of exposure.*

AGENT: You see, the things that you want are the things that you are likely to get only with a highly experienced agent. Being the top agent in the marketplace, I can assure you that your exposure's going to be second to none. My negotiating skills are excellent—that's a lot of what you're paying me for. Again, my list-to-sale ratio is _____ percent. And then the second part I should emphasize is the level of service you're going to get from my team. I have _____ licensed assistants, and in a market with such a high inventory, it's very important that somebody can always reach the listing agent or an associate. For instance, if there are ten listings in your neighborhood, and I call to set up five showings. If I reach three of the agents and the other two don't call me back quickly enough, I'm probably not going to show those two homes. In a high-inventory market like the current market, it's very important that you work with an agent so that the moment a buyer or a buyer's agent calls they get an immediate response, and that's going to put your house at the very top of the triangle. Does that make sense?

FSBO: *Yes.*

AGENT: But when you're working with a brand-new agent, they simply do not have the resources to provide that level of service. It's also similar to working with a doctor. Would you have surgery performed by someone who's completed only one or two surgeries? Or by someone who does ten each day? Hiring an inexperienced relative versus hiring me is the same type of comparison.

My Relative Is a Real Estate Agent: Script #2

FSBO: My brother-in-law is a real estate agent.

AGENT: Really? How long has he been selling? Do I know him?

FSBO: He just got his license.

AGENT: Really? Well, you might want to rethink mixing business with personal life, especially if your brother-in-law is brand new to the business.

I really don't blame them for going with family. It's family. All I can do is give it my best shot, and walk away without offending them. Because if their family member can't sell their house, I want to be the next person they call.

—Peggy Richey

My Relative Is a Real Estate Agent: Script #3

FSBO: My sister is an agent. I am sure she can give me all the advice I need.

AGENT: I can understand that. Have you thought about interviewing at least two agents, somebody other than your relative to see if they might be able to bring more value to the table for you—possibly in a way that you're not aware of.

FSBO: I don't want to hurt her feelings. Do you really recommend that?

AGENT: I do recommend it. It's not uncommon in our industry for a seller to weigh their options that way. I don't think you'd cause any offense, and it definitely would be advantageous for you to see who can represent your needs the best.

My Relative Is a Real Estate Agent: Script #4

AGENT: You need an experienced person helping you with the sale of your property. I don't know how many homes your brother-in-law sold last year, but personally, I sold over ____ (100) homes. The average agent in our area sells about ____ (3) homes. The likelihood of your brother-in-law being able to sell your home compared to us is very small. We have so many buyers calling in on the ____ (70) to ____ (80) listings that we currently have, and most of the time the house is not what they want. They'll call and ask, "what about this house." Often times, it doesn't meet their criteria—doesn't have the number of bedrooms or the amount of square footage. But if I've got your home listed, I can always say, "I've got this other home that seems to be exactly what you're looking for." If you're dealing with your brother-in-law, he may not have many listings, so he won't have the ability at all the times to lead new buyers to a prospective home sale like yours.

My Relative Is a Real Estate Agent: Script #5

FSBO: *My brother-in-law is an agent and he said he'd take a look at my home and give me some tips on selling it.*

AGENT: We'd be glad to sit down with you and show you some things that you can do to help get your home sold. We can offer you an array of services. To make sure that your home is marketed properly, we can offer you an ad in the real estate guide—the number one publication in our area—which gives your home great exposure because it will be displayed on the back cover. In addition, we have a website that averages over seventy-five hits per day. We are also linked with realtor.com. I know you probably want to "keep it in the family"—which I totally understand—but you should consider our proven marketing system and our solid track record for helping sellers get top dollar their home!

FSBO: *He is new to the business, so it might help to get advice from someone who has been in the business longer.*

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My Relative Is a Real Estate Agent: Script #5 (continued)

AGENT: I think it's great you'd want to use your brother-in-law. And he can probably do a lot, but it might be best if we meet for a few minutes. We could take a look at your home and discuss potential pricing or your home along with our home staging services. Some of the things that we do as one of the top listing teams in the city can help you yield more out of your number one investment.

FSBO: *I still want to see what my brother-in-law has to say.*

AGENT: We'd be happy to email you a market analysis of the comparables in your area that have sold. However, without taking a look at your home, it's difficult to use those statistics as hard and fast facts. If you've made a number of improvements and upgrades to your home, your home could be worth more per foot than the comparables that we're going to be sending you.

My Friend Is a Real Estate Agent: Script #1

FSBO: *I have a friend in real estate. I'll just have him look things over for me.*

AGENT: Something you might want to think about is when you buy a home, your life becomes an open book—including your financial situation. Also, real estate can be a risky business and something could go wrong. You might want to reconsider using your friend. Would you like to learn more about what is involved in selling your home?

My Friend Is a Real Estate Agent: Script #2

FSBO: *My agent is a good friend and I want to list my house with him.*

AGENT: I want to make sure your home is being handled by the best professional possible. I don't want you to list your property with an agent just because they are a friend and then find out six months after your closing that you undersold your property. I'm not saying that's going to happen, but it could. Let me tell you what we're about and how we do business. If you don't list the property with us, that's fine. At the very least, you'll walk away from our appointment with a better knowledge of the real estate market. There's no drawback to us meeting. All I need is an hour to two of your time. Does that sound fair?

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My Friend Is a Real Estate Agent: Script #2 (continued)

FSBO: *If there's no harm in it.*

AGENT: I'm not going to force you to sign a listing agreement. I just want to spend some time with you to make sure all your questions are answered. It doesn't hurt to have a couple of different people look at the situation and do an analysis for you. Do you prefer to get together during the week or on weekends?

FSBO: *Weekends.*

AGENT: Okay. So why don't we get together Saturday around 8:00 p.m. If I run about a half-hour late it's because I'm closing something else, is that okay?

FSBO: *Sure.*

We Had a Bad Experience with a Previous Agent: Script #1

FSBO: *I worked with an agent once. He was horrible.*

AGENT: As a for sale by owner, there are only three possible outcomes. One, you will sell your home yourself. Two, you will decide not to sell your home. And the third is that you will list it with an agent. I would just ask that if you decide to list it with an agent that you promise to interview me for the job. Will you promise me that?

We Had a Bad Experience with a Previous Agent: Script #2

FSBO: *I worked with an agent once and it was a disaster.*

AGENT: I work with a lot of agents every day myself, and I understand that there are some agents out there that you've had a bad experience with. I'm sure you agree that not all agents are created equal. Wouldn't you agree with that?

FSBO: *Sure.*

AGENT: And so just because you had a bad experience in the past doesn't mean you're going to have a bad experience in the future. Would you agree with that?

FSBO: *Yes.*

We Had a Bad Experience with a Previous Agent: Script #3

FSBO: *I worked with an agent before and had a poor experience.*

AGENT: Oh, you know what? I am so sorry to hear that. What happened?

FSBO: *Didn't get any showings.*

AGENT: Were you paying them a full commission?

FSBO: *No—it was a reduced rate.*

AGENT: Really! I find that very interesting because usually the people who complain the most about agents are those who arrange to pay a cut commission—so, since the agents aren't getting paid a full commission, they're giving up services. People are always so surprised when they don't get great service or marketing, because they're not paying them to do that. I'm so sorry to hear that. Let me ask you a question: What did they tell you they were going to do for you?

FSBO: *Sell my house.*

AGENT: How were they going to do it? What was their marketing plan?

FSBO: *It wasn't very formalized. Mailings, talk to people, the usual.*

AGENT: I am really so sorry to hear that it was incomplete. But I tell you what: in the future, if you decide that you would really like the assistance of an experienced agent I would be more than happy to sit down with you and show you our marketing programs and what we really do, because I have _____ years experience. You know, we're like any other industry around—we're just like your doctors and your attorneys—there are good and bad ones. You're welcome to get résumés, and if, after I make an agreement with you and you see my marketing plan, I'm not doing everything we agreed I would do, you have the right to cancel the listing at any time. Period. Unrestricted right. And I do that because, especially for people like you who have had a bad experience, I want to express that I'm truly sorry about that experience. But that doesn't mean our whole industry is the same—it's simply that one rotten apple can spoil the barrel. Many people have told me they will never sell their house without an agent again, because they see the value in it. Obviously, up to now, you haven't seen the value in having an agent, correct?

FSBO: *Right, I don't see why I would need one.*

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We Had a Bad Experience with a Previous Agent: Script #3 (continued)

AGENT: You know, an agent really should be able to get you more money than what you could get for yourself, usually, because not only do they know the market, but they really know how to sell and know how to negotiate your contracts. If there's anything I can do in the interim, or if you have any questions, especially over the laws and the guidelines—you're bound by a lot of the same laws that we are when you sell your house on your own, and a lot of people don't know that. So do be careful, and if there's anything I can do to help, I'd love to do that, and to just stay in touch with you and see how it's going.

FSBO: *I'm open to that.*

We Had a Bad Experience with a Previous Agent: Script #4

AGENT: Mr. and Mrs. FSBO, you mentioned earlier that you had an unpleasant experience with another agent. What happened?

FSBO: *She listed the house and we never heard from her again. We only had one showing and the offer was so low we couldn't take it.*

AGENT: I'm sorry to hear about that. Was your house in the MLS?

FSBO: *Yes.*

AGENT: Do you have any idea as to why there was only one showing?

FSBO: *No.*

AGENT: Mr. and Mrs. FSBO, there are basically three reasons why property doesn't sell. I am curious—did your agent do an indepth market evaluation?

FSBO: *She gave me some numbers off a computer ... I guess they were the sold houses in the neighborhood ... is that what you mean?*

AGENT: No. What I'm talking about is an in-depth look at your neighborhood and everything that impacts the sale of your property. What that includes is all the properties that have sold, all the properties that have not sold, and all the properties that are currently on the market for sale. Mr. and Mrs. FSBO, one of the most valuable services that you pay real estate agents for is their third party objectivity. When you listed your house before, did the agent give you a full-blown presentation on how they were going to market your property?

FSBO: *No.*

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We Had a Bad Experience with a Previous Agent: Script #4 (continued)

AGENT: You know, when you think about it, you have nothing to lose and everything to gain. Why don't you let me do a no obligation, in-depth market evaluation and show you what I can do to get you top dollar in today's market. Can we sit down tomorrow or the next day to discuss this?

FSBO: *We can discuss this, but I'm not interested in having you sell my home.*

AGENT: I understand. When would be a good time we could sit down and discuss this further? Does tomorrow or the next day work for you?

We Had a Bad Experience with a Previous Agent: Script #5

FSBO: *You know, I've worked with agents before. I had a poor experience.*

AGENT: That's too bad. Here's an unfortunate thing about the real estate industry: in some states/provinces—Michigan, for instance—you can take a forty-hour class and then you're licensed to sell real estate. That's a pretty scary thought, isn't it? That's why you need to start figuring from that point and consider what kind of experience and what kind of education your agent has. I've been selling an average of close to _____ houses a year, and I'm constantly taking continuing education and sales classes to keep my skills honed. You have to consider that the average agent out there does none of that. Would you rather work with somebody who is highly active in the marketplace and is constantly striving to improve his skill level? Or somebody who has just been in the business for three or four months, has a forty-hour class under his belt, and has no experience at selling homes? That is the choice you have to make.

We Had a Bad Experience with a Previous Agent: Script #6

AGENT: Was there a particular reason why you are trying to sell it by yourself as opposed to using an agent?

FSBO: *I've worked with an agent before and had a poor experience.*

AGENT: I see—you had a poor experience. You also mentioned that you had a net figure in mind.

FSBO: *Yes.*

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We Had a Bad Experience with a Previous Agent: Script #6

(continued)

- AGENT:** If I could actually sell your home and net you more money than you could net if you sold it yourself, would you be interested?
- FSBO:** *If you could show me, I'd be interested.*
- AGENT:** Great. I'll go through that with you at 4:00 p.m. this afternoon.

We Had a Bad Experience with a Previous Agent: Script #7

- AGENT:** There are going to be good and bad experiences, and that's why you need a guardian angel to hold your hand through the process. I'm here to help you evaluate the positives of each offer. And, by experience, I can see when the bad times are coming, when there are going to be red flags in the process. As I see those, we become very proactive. I identify the problem and I offer the solutions. That's really what you want. You want to know sooner rather than later if there's a problem. And, remember that for every problem, there are one or more solutions.

We Had a Bad Experience with a Previous Agent: Script #8

- AGENT:** I've heard many people say they've had a bad experience with a real estate agent. Most often, I hear about the agents who put the sign in the yard, sign the contract and then the sellers never hear from them over the length of the listing agreement. I have a team and every person on this team has responsibility. We return every phone call to you after every showing. We let you know every week how many showings you've had and what the buyers thought of your property. We stay in contact with you at all times. We've got a phone number that you can call twenty-four hours a day to reach us. We send you a copy of every advertisement that we do. We have a very active program.

We Had a Bad Experience with a Previous Agent: Script #9

FSBO: *I've used an agent in the past and the marketing plan wasn't organized at all.*

AGENT: If you like, I can present you with a detailed written marketing plan. We can check in with you once a week and tell you what has happened based on that plan. You will know exactly what we're doing at all times.

We had a Bad Experience with a Previous Agent: Script #10

FSBO: *The agent I was listed with before didn't keep me updated.*

AGENT: Our policy is to call once a week on Mondays. We check in with the agents that have shown the properties during the week. If you're not going to be at the property, we're going to run by and pick up the cards that agents have left there and get some feedback for you. With our team concept, we have a listing coordinator who's here every day, Monday through Friday. The listing coordinator will get feedback and will field any questions that other agents have about the property. To do that now takes a lot of your time. If you list with us, there is no extra fee for this service, it's included in the commission.

We had a Bad Experience with a Previous Agent: Script #11

AGENT: I'm sorry to hear that. There are, as in any profession, different levels of expertise. I can offer you the names of some people whose homes we've sold in the last thirty to forty-five days. You're welcome to call them and find out what kind of a job we've done for them. When you're a client of ours, we want you to be a client for life. You may be moving out of town or down the street or never moving again, but I want to make sure that any time you think of real estate, you think of me and only me. We are going to give you 125 percent effort in the sale of this home, so you'll walk away from this transaction being completely satisfied. We're not perfect. Every once in a while we do make a mistake. But it will be corrected. You have open lines of communication with me and my office, so you'll know what's going on during every step of the transaction. You're not going to be left in the dark.

I'm Tired of Agents Calling Me: Script #1

[Start asking questions and then get into the normal script. I'll do a sense-of-humor approach, in some cases. Humor can work wonders, if done right]:

FSBO: *I've had so many agents telephone me: I'm about to go crazy!*

AGENT: Whoa, you've had a bad day—those agents are really eating you up, eh? The best way to get rid of those callers is to list your property. When do you need to move?

I'm Tired of Agents Calling Me: Script #2

FSBO: *I've had so many agents telephone me: I'm tired of it!*

AGENT: Yeah, I know—you're getting a lot of phone calls. Are you getting a lot of calls from buyers? When do you need to be moved by?

I Placed a Newspaper Ad: Script #1

FSBO: *I placed an ad; I'm hoping to get a lot of responses from that.*

AGENT: That's good. You need to understand one thing, *Mr. FSBO*: Print advertising has really changed over the past few years. We track everything coming into our office, so we know that 6 percent of our buyer leads have come from print advertising. Granted, we spend close to \$6,000 each month on print advertising, but it's bringing in only 6 percent of our leads. When we look at actual closed business, that percentage goes down to 2 percent. Obviously, the newspaper is not a very effective way of advertising property any more. The active purchaser nowadays is either working with an agent or surfing the Internet. The newspaper is very limited. If you look at the Sunday newspaper, you can be sure that not every home will be advertised. Buyers are simply going to the Internet.

I Placed a Newspaper Ad: Script #2

FSBO: *One thing I've done to help myself is to place an ad in the newspaper. I'm really banking on that.*

AGENT: Sure. I would encourage you to try things like that and see how it goes. I don't want to work with you if you're not sure it's the best way to get your needs met. But if you feel like you will need service, then I'm the best way to get you that. I do have staff, I do have experience, and I do care.

FSBO: *There are other agents who have those.*

AGENT: That's true but a great part of this is how you feel about this relationship so far. Do you believe that I will do what I say I will? Is there a point on which I can make you more comfortable? If not, can we get started?

FSBO: *Sounds good.*

I Placed a Newspaper Ad: Script #3

AGENT: What kind of phone number did you list in the ad?

FSBO: *My cell phone number.*

AGENT: Do you have that with you at all times? Do you go to sleep early during the week?

FSBO: *I try to have my cell phone with me most of the time. No, I don't go to bed too early.*

AGENT: When we advertise your home, we have a 1-800 line that directs buyers to information on your home. If your home is listed with us, buyers can call our 1-800 number twenty-four hours a day and get information about your home, including the price. We would rather give too much information than not enough. We poll all of the buyers we work with about every six months to find out what they liked and didn't like about their home-buying experience. We also ask how they found the home they ultimately purchased. What we found was that buyers want information immediately. During reasonable hours, callers can hit "0" at any time to be immediately connected to one of the buyer's agents to set up a showing on your home. If you're in a meeting with your boss, are you really going to feel comfortable answering your cell phone to give information about your home?

FSBO: *Probably not.*

I Have an Internet Webpage: Script #1

- FSBO:** *But I'm already on the Internet. I have a webpage advertising my home for sale.*
- AGENT:** That's great. How many people know about your site? I belong to sites that are advertised nationally, including realtor.com, where 85 percent of purchasers visit. My own personal website gets about one hundred hits each day. The condominium hotline that I operate gets hundreds of hits. You've got to belong to a site that the buying public is aware of.
- FSBO:** *Can you give me information so that I can join the realtor.com site on my own?*
- AGENT:** To be on realtor.com you would need to be in the Multiple Listing Service and have your property listed with an agent.

I Have an Internet Webpage: Script #2

- AGENT:** Might I ask, how are people getting to it?
- FSBO:** *I have a tear sheet at the mall and I'm giving the address to friends. I'm sure it's getting hits.*
- AGENT:** But you don't know how many?
- FSBO:** *Not for sure.*
- AGENT:** People gain access to our Internet webpage through KW.com or through realtor.com. Those are two very well-known sites that people may go to and get information. They don't have to try and find a specific internet address. Are they well-traveled sites?
- FSBO:** *Yes, they are. And we check the stats every week on how many people went into those sites, and report that to our sellers weekly. Now, isn't that what you want? Let's get to work allowing the _____ (team name) to sell your home for you today.*

I Am Using a Sign: Script #1

- FSBO:** *I have a sign in the yard. That should get some buyers to stop by or call.*
- AGENT:** Has the sign been an effective form of marketing for you?
- FSBO:** *Not yet. It's been up a week and two people have called—including you. Is the sign a good way to do it?*

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I Am Using a Sign: Script #1 (continued)

AGENT: Usually the busiest, most successful time for a listing is the first ten days that it's on the market. It's like a sale down at a department store. If there's a sale going from 7:00 a.m. to 1:00 p.m., the busiest time will be at 7:00 a.m., when the store first opens. It's the same when you put your house on the market. You've got buyers that have been on the market looking for a property in your price range. As soon as a new one comes up, they all flock to it. I would say you probably should have had more activity in your first week on the market. Especially since the market is good right now and your listing price is a heavily sought-after sales price.

An Interested Prospect Will Probably Make Me An Offer: Script #1

FSBO: *We had a buyer look at the house last week and he's probably going to make an offer.*

AGENT: How would it affect your plans to sell this home if you accepted an offer and then found out a month later that the buyer wasn't fully qualified? You've probably heard of sellers having their home in escrow for a long time, only to have the deal fall apart at the last minute. That can be prevented if all of the details are looked after by a professional like myself. If you list your home with me, I'll make sure the details are looked after, allowing you to be in _____ (city) by _____ (date). Wouldn't that be a relief?

An Interested Prospect Will Probably Make Me An Offer: Script #2

FSBO: *I have a very interested buyer and I think they're going to make an offer.*

AGENT: That's exactly why we need to get together now. I'll come over and take a few minutes to show you how much money I can get for you. That way you won't possibly accept an offer that is lower than what you deserve.

An Interested Prospect Will Probably Make Me An Offer: Script #3

FSBO: *I think one of the buyers that saw my house is going to make an offer.*

AGENT: Let's set an appointment and get your house on the market and we'll exclude your prospect. If they buy it anytime in the next two weeks, you owe me no commission. That way, if they're a serious buyer, they'll make an offer while it's still a "deal." If not, you'll have wasted no time waiting for them and you'll be well on your way to having it sold instead of just getting started. How does _____ (appointment time) work for you?

An Interested Prospect Will Probably Make Me An Offer: Script #4

FSBO: *I will probably get an offer soon.*

AGENT: That is exactly why we need to get together. Can I tell you why? Imagine that you are a serious buyer, and the house you want to purchase will soon be exposed to thousands and thousands of other buyers and real estate agents—would you be more motivated or less motivated to make an offer? All you need to do is list your home to see if those prospects are serious or not, in order to discover if they will offer you a better price. Don't you agree? *[Offer two appointment times.]*

An Interested Prospect Will Probably Make Me An Offer: Script #5

FSBO: *I've got a buyer that's very interested. They'll probably make an offer soon.*

AGENT: This is what normally happens in our industry: if I have a qualified buyer and I show them a home—if they're going to buy it, I'll get an offer from them between one hour and 48 hours after they've seen it. Do you understand why that happens?

FSBO: *No.*

AGENT: Because most buyers buy on emotions. Do you remember when you bought this home? Did you look at it and wait two or three weeks and then write that contract or did you do it right away?

FSBO: *It was a couple of days.*

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An Interested Prospect Will Probably Make Me An Offer: Script #5 (continued)

AGENT: Exactly. Does that make you realize that if they were going to buy your home, you would probably already have a contract? To give you an honest opinion of what it's going to take to sell in this current market, I'm willing to invest thirty minutes of my time to do an analysis for you. *[Offer two appointment options.]*

Working with an Agent Will Take Too Long— I Can Get It Sold Faster: Script #1

AGENT: The driving force behind selling your home is mainly price. Like we always say in real estate, "location, location, location is key." But we can't change the location of your home, and we can't make a lot of changes to the condition of your home. So the only thing we can adjust to sell your home quickly is the price. People recognize a deal when they see one and they'll jump all over it. Buyers are highly educated now. They're on the Internet daily and know they can do the same thing we do. They can tell you what the homes are selling for per square foot in a particular area for a certain type, age, and size of home. The consumer is very educated. If you want to sell your home in thirty days, you're going to have to lower your price. I don't know that you can do that and still get what you want to net out of the sale. Are you willing to make a price cut in order to sell it in thirty days or do you still want to net a certain amount of money and give an agent time to actively market that home and try to get it sold?

FSBO: *I need to net that amount.*

AGENT: Consider turning the sale over to somebody that's got access to a lot of avenues to selling your home. Right here in the middle of _____ (city), there are over _____ active real estate agents that are on the Multiple Listing Service every day looking for a home like yours for their buyers. Working by yourself you don't have anybody to help you with that. If I wanted my home to sell quickly, I would want _____ (number of agents) people trying to sell it for me, rather than just trying to sell it myself.

Commission Objections

I Don't Want to Pay Commission: Script #1

FSBO: *I am going to sell it myself so I save the commission.*

AGENT: Quality buyers work with professional real estate agents. Bargain hunters want a discount and look for for sale by owners so they can save 6 percent. Who do you want to see your property—discounters who think your property is overpriced or customers who will pay market price?

I Don't Want to Pay Commission: Script #2

FSBO: *I am going to sell it myself so I save the commission.*

AGENT: Okay. Tell you what. Why don't you go ahead and just let me take a look at your home? Why don't we cross that bridge when we come to it as far as my fee is concerned? At the time that I bring you an offer you can make a decision about whether or not you want to work with me.

I Don't Want to Pay Commission: Script #3

FSBO: *I'd use you as my agent, but I don't want to pay commission.*

AGENT: I can appreciate that, but I have a question for you. You want me to pay more money to the person that's going to come and beat you up on your price and you want to pay me less to defend your equity. Is that really what you're saying to me? *[The emphasis is, if you're going to be the advocate, why would I pay you less?]*

FSBO: *Not when you put it that way.*

AGENT: I offer an easy-exit listing program. If you're not happy with my services at any time, you can fire me. I feel I'm worth every penny of it. Let's sign the paperwork now so I can go ahead and get started.

FSBO: *I'd be happy to.*

I Don't Want to Pay Commission: Script #4

- AGENT:** I see your home is for sale by owner and am wondering if you've been in contact with a real estate company to sell it?
- FSBO:** *We don't want to deal with real estate companies because we don't want to pay the commission.*
- AGENT:** Do you realize that most homeowners that sell their home with a real estate company get an average of 15 percent more for their home than people who sell for sale by owner? Did you know that only a very small percentage of the for sale by owners actually sell their property?
- FSBO:** *I didn't know that.*
- AGENT:** Only about 3–4 percent of for sale by owners actually sell their own home. They usually end up having an agent sell it for them. We do an extensive marketing program that includes a market analysis to get things set up. We send you a first-time listing package, so you can see what goes on from the time we list your home all the way through our advertising program, up to the day we close on your home. It's quite an extensive bit of information. Let's set up a time for us to meet so that I may explain in detail.

I Don't Want to Pay Commission: Script #5

- AGENT:** We offer something that might help you since you do not want to pay a commission—it's called our "simply sold" program. "Simply sold" is a program where we list your home for sale and if we are the reason the home sells and there's another agent involved in the transaction, it's a 6 percent commission—with 3 percent being paid to us and 3 percent being paid to the buyer's agent. If we are the reason that your home sells and there's not another agent involved, the commission will be reduced to 4 percent and it will go to me or one of my buyer's agents. And if you're the reason the home sells and there's no other agent involved, the commission will be 1 percent. For that 1 percent, we will help you negotiate the contract whether it's written by us or presented by the buyer. We will help you negotiate that contract through to closure. And, we will also process the contract and walk it through to closing for you, so that you will have the benefit of our systems that ensure a seamless transaction. For all of that, we only charge a 1 percent commission. The only thing we don't allow you to do is put a for-sale-by-owner sign in the front yard. Does that sound agreeable?

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I Don't Want to Pay Commission: Script #5 (continued)

FSBO: *It sounds fine, except I want to keep my sign.*

AGENT: If you're listing with us, that is the only limitation we put on you as far as marketing. We want there to be only one sign in the front yard, and we want that sign to be ours. Does that make sense?

I Don't Want to Sign an Agreement: Script #1

FSBO: *I don't want to sign any agreements.*

AGENT: I understand that. Let me ask you, why are you willing to pay me for working against you, but you aren't willing to pay me to work for you?

I Don't Want to Sign an Agreement: Script #2

FSBO: *I'm willing to pay your 3 percent commission if you sell my house, but I don't want to list. Is that an option?*

AGENT: No, because that's not the way I work. What you're paying for with the 3 percent is a finder's fee. If you're willing to pay the 3 percent, it truly behooves you to pay the additional 3 percent to get maximum exposure. When I merely bring you a purchaser, you're not benefiting from the urgency I can create for you. But when you list with me, I have the ability to create a sense of urgency within the real estate community, which will affect your net. So the benefit for 3 percent more is substantial. Does that make sense?

I Can't Afford an Agent: Script #1

FSBO: *I would love an agent. But, I just can't afford one.*

AGENT: Have you sold your home yet? *[Listen to the response.]* Are you willing to pay 3 percent commission if I brought you a qualified buyer? How much are you trying to net on your home? *[Listen to the response.]* If I could net you that amount plus an additional 3 percent to cover a full 6 percent commission would you let me do all of the work for you and market your home through all of the professional means that we have available to us? I can meet with you tonight at 7:30 p.m. or tomorrow at 6:30 p.m.

I Need to Net a Certain Amount at Closing: Script #1

- FSBO:** *I need \$20,000 net at closing. I don't think I'll get that if I have to pay you.*
- AGENT:** You mentioned earlier that the primary reason that you are selling your home is to save on the commission. It sounds to me like your primary concern is to net more money at closing. Is that right?
- FSBO:** *Yes.*
- AGENT:** Mr. FSBO, if I could bring you an offer that might net you the amount of money you feel you must net in order to sell your home, you'd at least consider that offer, wouldn't you?
- FSBO:** *Well yes, but I'm not interested in having you sell my home.*
- AGENT:** But if I could bring you a contract that nets you what you feel you must net, then you would at least consider that contract, wouldn't you?
- FSBO:** *But does that include your commission?*
- AGENT:** Yes, but if you net what you feel you must net in order to sell your home, that would be okay, wouldn't it?
- FSBO:** *How much would it be?*
- AGENT:** I would have to sit down with you and really examine your situation. When would be a good time we could sit down and discuss this further? Does tomorrow or the next day work for you?

I Need to Net a Certain Amount at Closing: Script #2

- FSBO:** *I need to net a certain amount, and don't know if I can afford the fees.*
- AGENT:** You know, that's a good point. Let me ask you a question, if that's okay. You just said to me that you need to net a certain amount. What is that going to do for you? What's important to you about netting a certain amount?
- FSBO:** *I need to have the money to move.*
- AGENT:** Okay. So you need the equity from the sale of this property to purchase your new home, correct?
- FSBO:** *Yes.*

(continued on next page)

I Need to Net a Certain Amount at Closing: Script #2 (continued)

AGENT: Okay, great. I think that your decision would be based, once again, on whether the offer I brought you was acceptable. I believe that by bringing you a qualified buyer that's been preapproved, I'm probably going to be able to get more money for you than you might be able to get on your own. And if I can get you 2–3 percent more of the asking price than what you would be able to get on your own, then you're not really losing money by working with me, are you?

FSBO: *No.*

I Need to Net a Certain Amount at Closing: Script #3

FSBO: *I'm concerned about how the commission fee will affect my net.*

AGENT: All right. You need to understand one thing: in some markets you would be very capable of selling your home on your own because there's no inventory. But that's not the market we're in right now. I don't blame you for trying. However, we're in a situation right now where you need to be in _____ (destination) in _____ days and the average time on the market is 60 days. You may think that by selling on your own you will save the commission. But what I want to point out to you is that, in fact, you are not going to save the commission amount. You are either going to be paying it to a real estate agent who's going to represent you and probably get you a better price, or you're going to pay the commission to the buyer who will offer a lower price because you don't have representation. Do you have any questions?

FSBO: *Yes.*

AGENT: A lot of for sale by owner's think that they're going to keep that commission but, in hindsight, most of the time they don't. So instead of paying it to the buyer who is not doing anything, give it to an agent who is going to represent you professionally and possibly get you a higher price because he's able to create a sense of urgency.

I Need to Net a Certain Amount at Closing: Script #4

FSBO: *I'd consider a commission, but I'm reluctant because I need to net a certain amount on the sale of my home.*

AGENT: You have a certain net figure in mind? What cross streets are you near?

FSBO: *West and 8th.*

AGENT: West and 8th—that's terrific. In the ad here it says you have a three-bedroom, two-bath. Do you know the total square footage on the house?

FSBO: *About 4,000 square feet.*

AGENT: Oh, so it's about 4,000 square feet, is it? That's great. Do you have any RV parking?

FSBO: *Not designated. But I have a large driveway that would work.*

AGENT: And your master bedroom—is it on the first or second floor?

FSBO: *It's an upstairs bedroom.*

AGENT: Oh, it's upstairs? I guess that's not going to work. I've got a couple of buyers who are looking for a home, and yours sounds perfect except they really want only downstairs master bedrooms. It doesn't look like your home is going to work for them. But, from the ad it sounds like a really nice home. Would you mind briefly describing the inside? *[FSBO describes features.]* Your home has some great features. The backyard—is it large, or about standard size for the area?

FSBO: *It's about standard for the area.*

AGENT: With your permission, I'd like to stop by and take a look at it. Is today good or would sometime tomorrow be better for you?

FSBO: *Um, well. I don't—*

AGENT: *[Interrupt as necessary and get to the schedule question as soon as possible.]* I just want to come by and take a look at it. Again, I'm not going to ask you to list the home. I do have a number of ads running. I am working with a number of buyers. The ones right now won't work. But I'd like to see your home to take a look at it and to spend about ten or fifteen minutes sharing a few ideas to help you net the most money. Would later today be okay with you? How does 4:00 p.m. work for you?

I Need to Net a Certain Amount at Closing: Script #5

FSBO: *I can't afford to pay commission—I need to walk away from this with a certain amount of money.*

AGENT: What I'm hearing you say is that it's important to you to put as much money in your pocket as you can. Is that true?

FSBO: *Yes.*

AGENT: Are you aware that in most cases a for sale by owner actually earns less money on their own than with a real estate agent?

FSBO: *No, I thought it would be the opposite.*

AGENT: Let me explain why. A lot of times we find out that a for sale by owner is either underpriced or overpriced, and price is going to dictate what the buyers are going to do. You're out there trying to save the commission. What do you think the buyer's trying to do?

FSBO: *I don't know.*

AGENT: The buyer is trying to save the commission, too. So if you're priced at market value thinking you're not going to pay an agent commission, and the buyer knows that, and they will come in and want to pay you 6 or 7 percent less. Have you really made any money at that point?

FSBO: *I guess not.*

AGENT: I don't know if you've done any negotiating before, but based on the fact that I sell sixty homes a year, and I negotiate for a living, do you think that maybe a third party who negotiates strong could get you more money from that buyer?

FSBO: *I would hope so.*

AGENT: So my objective would be to put more money in your pocket by helping with that negotiation. What would be the best time for us to get together and go through those programs?

FSBO: *Later this week would be great.*

I Need to Net a Certain Amount at Closing: Script #6

AGENT: What your home is worth is what it's worth, regardless of what you need to net. Your home will only sell for what it appraises for. When we come out and do a CMA—a marketing analysis—we actually go through the same steps that an appraiser goes through, even though our CMA is not an appraisal. We go through the same steps to try to develop a price we think your house is worth. Regardless of what we get for your house, most every buyer gets a mortgage. If they're getting a mortgage for that home, it's got to appraise. If it doesn't appraise, then the buyers can't purchase your home. We'll do a CMA to find out what we think your home is worth. Let's see if that works with what you need to net on your home and if you can actually afford to sell.

I Need to Net a Certain Amount at Closing: Script #7

FSBO: *I need to net a certain amount and I don't think I can afford an agent.*

AGENT: If you sold this home, where would you go to next?

FSBO: *I was thinking of moving to the country.*

AGENT: Great. How soon did you have to be there?

FSBO: *Not too soon. I've got some time. That's why I want to sell it myself.*

AGENT: Why did you decide to sell the home?

FSBO: *I'd like to get out in the country. I want to get out of the city.*

AGENT: How would you rate your motivation to move on a scale of one to ten with ten being very motivated?

FSBO: *I would say I'm about an eight.*

AGENT: What methods are you using to market your home?

FSBO: *I've got a sign. And there are a lot of houses for sale so I think I'll get buyers that way too.*

AGENT: How did you determine your sales price?

FSBO: *My brother-in-law is a recently licensed agent, so he gave me some advice.*

AGENT: Fantastic. Well, are you prepared to adjust your price down when you're working with a buyer?

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I Need to Net a Certain Amount at Closing: Script #7 (continued)

- FSBO:** *I think I've set a good price. But maybe.*
- AGENT:** Why did you decide to sell it yourself rather than list with a real estate agent?
- FSBO:** *I didn't want to pay commission.*
- AGENT:** Now, if you were to list, which agent would you list with?
- FSBO:** *I don't know any of the agencies in town.*
- AGENT:** But you mentioned your brother-in-law. Is that somebody that you'd consider?
- FSBO:** *I would consider him. I'd like to give him a shot.*
- AGENT:** What would you expect the agent to do to sell your home?
- FSBO:** *A lot of marketing and lots of showings.*
- AGENT:** Are you familiar with the techniques that I use with Keller Williams to sell homes?
- FSBO:** *No.*
- AGENT:** What would be the best time to show you? *[Give two options.]*

I Need to Net a Certain Amount at Closing: Script #8

- FSBO:** *I don't think I can afford an agent if I want to net a certain amount.*
- AGENT:** I can understand that. But what I would like to do is set up an appointment and we'll talk about that a little. I can show you where I can help you net more money. I'll bring my paperwork with me and we'll talk about it. When is the best time to do that? *[Give two options.]*
- FSBO:** *If I go with an agent, it'll be my brother-in-law. He's a new agent.*
- AGENT:** I can appreciate that. Sometimes it's very wise to get a second opinion. I'd like to come over and show you the techniques I use to sell homes. Have you thought about the fact that you can get mad at me, but you can't get mad at your brother-in-law? You don't have to worry about personalities and hurt feelings. That's something I'd like to talk about as well.
- FSBO:** *But I don't want to offend him.*
- AGENT:** Well, let's talk about that. When's the best time to meet? *[Give two options.]*

Will You Lower Your Commission?: Script #1

FSBO: *I'll sign with you, but only if you lower your commission.*

AGENT: No. *Mr. and Mrs. Seller*, I am not the cheapest, nor am I the most expensive agent on the market. However, I'm sure you understand that in order for me to run a successful business, I have to operate within a certain profit margin. In order for me to do the advertising that I do, I require a full 6 percent. Are there other brokers out there who would service you for less? Sure. Because they're not marketing your home as much as I am.

Will You Lower Your Commission?: Script #2

FSBO: *I'll sign with you, but only if you lower your commission. Is that something you would be willing to do?*

AGENT: No. Discount brokers obviously know the value of their services. They have priced themselves accordingly. They know what their services are worth. If they thought that their services could command a full commission in the free marketplace, they would ask for it; but they cannot. They are not delivering the full array of services that I am. They are not bringing to the table the years of experience that I bring. They are not bringing my negotiating skills or this phenomenal marketing plan. There really is no comparison.

Will You Lower Your Commission?: Script #3

FSBO: *I'll sign with you, but only if you lower your commission.*

AGENT: There are plenty of other agents who will service you cheaply. We're in a buyer's market. That discount rate will not provide you with enough exposure to get you top dollar in a buyer's market.

General Objections

Keller Who?

Educating FSBO About Keller Williams Realty: Script #1

AGENT: Let me tell you a little bit about Keller Williams. Keller Williams is the newest, most innovative, and fastest-growing national real estate company in America.

FSBO: *Wow, I didn't know that.*

AGENT: Yes. That's why some friends and I decided to join together and bring that company here to this marketplace. *Mr. Prospect*, the reason I moved to Keller Williams is that at Keller Williams I'm a partner in the business. That means I get to share in the profits, I have a say in the business decisions, and more important than that, at Keller Williams I'm free and empowered to do whatever it takes to best serve you. You see, at other companies, agents have to go back and check with management, follow policies, observe guidelines, etc. I am empowered at Keller Williams as a partner in the business to do whatever it takes to get the job done for you without having to go back and check with anyone else. Doesn't that make a lot of sense?

Tip!

The power of scripts is that they allow you to convey an important message very concisely.

Educating FSBO About Keller Williams Realty: Script #2

AGENT: I used to think the same thing myself. In fact, for many years I worked for one of the best known in the country. However, what I learned was that my clients won when I spent the marketing dollars on them, instead of allowing it to be spent promoting the company name. Does that make sense to you?

Educating FSBO About Keller Williams Realty: Script #3

AGENT: We are one of the fastest growing real estate companies in North America. We have over _____ agents in the United States and Canada. I'd love to tell you more about a company that I'm proud to be associated with—when can we chat?

Educating FSBO About Keller Williams Realty: Script #4

AGENT: Keller Williams does not have to do that much advertising because we get most of our business from referrals by satisfied customers. I'd love to show how we've been able to develop such a loyal following of satisfied customers—when can we chat?

Educating FSBO About Keller Williams Realty: Script #5

AGENT: You know, I used to think the same way, until I learned that it's not about the company; it's about me finding out what your wants and needs are and satisfying or exceeding those wants and needs. I would love to stop by to explore what your wants and needs are. What do you think?

Educating FSBO About Keller Williams Realty: Script #6

AGENT: I understand your concern. Selling your home is not about Keller Williams, it's not about Re/Max, it's not about me. It's about you and your needs. Why don't we spend some time uncovering exactly what you need out of this transaction and then together we'll decide if a win-win relationship can be created. Is that fair?

Educating FSBO About Keller Williams Realty: Script #7

FSBO: *We have never heard of Keller Williams Realty.*

AGENT: I understand that you have not heard of Keller Williams Realty. Let me share with you that Keller Williams Realty is one of the fastest growing, most innovative real estate companies in the United States and Canada. We have Market Centers throughout North America, which gives us the ability to link to other real estate offices, especially for job relocations. By the way, is it important that your real estate company have high national visibility or that you be represented by a professional real estate business consultant who understands your wants and needs, and who knows what to do to satisfy or exceed those wants and needs?

Educating FSBO About Keller Williams Realty: Script #8

AGENT: Keller Williams Realty is an international real estate company—we're the fifth-largest real estate company in North America. You probably didn't know that. And we're also the fastest-growing. Keller Williams offers the best of all worlds. And it's also probably the first real estate company that's geared more toward the consumer and the agent instead of the owner. We have training that goes on in our office five days a week, so our agents are very well-trained and up-to-date in current market conditions and trends. And we have ___ agents in our office right now.

Explaining Keller Williams' Internet Presence #1

AGENT: We have a high Internet presence. With very few exceptions, the average buyer will do some searching on the Internet. But the average buyer goes on the Internet and then calls her agent and says, "I want to see this home." The Internet is more of a first-step tool. We have a presence on realtor.com. Are you familiar with that site?

SELLER: *Yes.*

AGENT: We use the most enhanced version that can be purchased at realtor.com to present our services. Every listing we have includes a visual tour. Added to that, we have the Keller Williams website.

Mega Agent/Mega Team Is Too Big and Too Busy for Me

Comparing Your Team to a Busy Restaurant: Script #1

SELLER: *You know what, you've got all these listings, all these sales, and I'm just afraid you'll be too busy for me.*

AGENT: You know, if you pull into a new town, and you want to go out to a nice dinner, and you see one restaurant that's crowded—I mean crowded—there are people everywhere inside, there are people waiting outside, there are cars parked all over—does that sound like the restaurant to go to? Or would you rather go to the one across the street, where there's nobody there? Which do you think is probably the better restaurant? You may get individual service over there, but do you think the end product is really what you want?

SELLER: *Probably not.*

Using Your Reputation as an Asset: Script #1

SELLER: *I've seen your signs in the area and I know you do a lot of business around here. How do I know you're going to have time for me? Your group seems so big and busy; I don't see how I'll get quality, individualized help.*

AGENT: You know, because I have so many people helping me, you'll get much better service than if I were just helping you by myself. My name is behind this. I care about every single transaction, every single client. I am personally responsible for your sale. But I've got lots of help. To use an analogy from dentistry—you don't see the dentist checking you in, answering the phone, getting your chart ready, and then working on a complicated operation. I'm the dentist at this point because I'm focused on the highly skilled things that I do well. I want to extract the equity from your home—selling houses is like pulling teeth. *[Laugh]* Just kidding! But I have help, and you will be glad I have help. I can't imagine that you would want to hire somebody who didn't have great help.

Using Your Reputation as an Asset: Script #2

SELLER: *I've heard of your agency and it's big. I don't think you would care about a little guy like me.*

AGENT: I sell homes every day. My team sold over three hundred fifty homes last year. I'm in the business of selling homes—that's what I do for a living. There's not a day that goes by that somebody doesn't call me to buy or sell a house, or ask me something that has to do with real estate. There are different kinds of relationships here. You're hiring me to sell your home. You're hiring my expertise, my staff, my team, my marketing, my processes, my systems. We're going to sell your home. I'm very easy to get a hold of. I have a full-time staff and agents who work for me. We have mobile phones, email access, websites, and an after-hours answering service. If you can't get in touch with somebody from my office about your home, there's a big problem and it will be addressed.

SELLER: *That's comforting.*

AGENT: Would tomorrow at 6:00 p.m. be a good time for us to meet?

Describing Your Team's Strength in Numbers: Script #1

SELLER: *You guys have so many clients. I just think you'll be too busy for me.*

AGENT: I can appreciate that. But, who do you think is going to do a better job for you? A team with five members? Or an individual person? There are some individual real estate brokers out there who can do a good job. But they are limited in the number of people they can work with, merely by time itself. We already know they can only do a certain number of transactions. If they are limited to that number, how can they afford a budget that allows them to market like I market? If you went to a basketball game and you saw five guys on a team run out to compete against a team of one player, who would you put your money on? Every person on my team has a part to play. Oh, by the way—what days will your solo broker be taking off? Who will be there to take care of you on those days? I want you to know that someone on my team is always available to you, 24-7.

SELLER: *Does that mean I'll be shuffled around from person to person?*

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Describing Your Team's Strength in Numbers: Script #1 (continued)

AGENT: Definitely not. I have picked the finest team members available. I am a professional negotiator and I'm here to negotiate for you. That's what I do. I'm also here to manage the people who do all of the other vital tasks, such as run the ads in, and keep track of and observe contract dates and administrative deadlines. Everyone has a job to do, and each member does it very well.

Describing Your Team's Strength in Numbers: Script #2

SELLER: *I've got an agent in mind who is new and works on their own. My impression is that with a single person dedicated to my needs, I won't feel like I'm being shuffled from team member to team member.*

AGENT: You will not be shuffled around if you work with my team. You will get to know each of us. We have independent roles within the team. For example, suppose you see a house that catches your eye and you want information on it. Even if I'm out on an appointment, _____ (staff member) can tell you what you need to know about the property. And if we decide to view the property right away, but I already have an appointment, with your permission, another highly-qualified member of my staff will show you the property. Compare that to the single agent, who cannot ensure that you will view the property in time to make an offer, and risk losing a property you fall in love with to a buyer with a more available agent. The bottom line is that you won't be shuffled around; there's continuity with us.

SELLER: *That sounds great—can you tell me more?*

AGENT: When you work with one person on the _____ (team name), you are working with all of us. There is no competition. We're all here to serve your needs and get the job done for you

Describing Your Team's Strength in Numbers: Script #3

AGENT: Our team concept is very much like going to the dentist. We have specialists in every field. When you go to the dentist, the dentist never greets you at the door. Nor does the dentist clean your teeth. On our team we have people who specialize in each aspect of real estate, and therefore, you're getting a group of specialists instead of just one agent.

Describing Your Team's Strength in Numbers: Script #4

AGENT: I am the listing specialist on the team. We equate our real estate service to a fine dining experience. When you go to a nice restaurant, the person who seats you at your table is not the same person who comes and takes your order, and they are not the same person who cooks your food or cleans up when you leave. But all of those people work together to provide you a very fine dining experience. We look at our real estate sales business the same way. We have a person who is in charge of your marketing. I am in charge of communication with you and negotiating the contract on your behalf. I have a person who takes over the contract and sees it through to closing. If you're also going to be purchasing a home with us, Three agents work only in a buyer's agent capacity. They are your personal shoppers, and they are in hundreds of homes each week, so they know what new homes are coming on the market, are priced well, and are good values. So we've all moved into our areas of specialty as we've grown our business.

SELLER: *How is that better than having one person devoted to just me?*

AGENT: The main difference is I'm sitting with you here right now in your home. If I'm an agent working on my own and I had a phone call come into my office where they needed more information on your home, or you were one of my other sellers and you were out of fact sheets and needed more fact sheets, that phone call wouldn't even get returned until I was back in the office. Whereas right now, if you called my office, somebody's going to be there to answer the phone, to make sure that the buyer has the information they need to prepare an offer on your home. That way, we don't miss out on buyers and they don't move on to other homes because they weren't able to reach us. Or if you're one of our sellers, you're going to have one of our fact sheets back in your house before 5:00 p.m., as long as you call before 3:00 p.m., because we have somebody in the office who's able to print those up. That's their job—to make sure that you don't want for anything as a seller. That's exactly how I started out fifteen years ago. I was an agent who worked on my own. I did not have any help. You end up working very long hours. You're not able to get back to people in the time frames that you need. This way, with our areas of specialization, we are able to take very good care of our clients.

Describing Your Team's Dedication to Excellence: Script #1

AGENT: My team members go above and beyond what ordinary agents and staff would ever consider doing. The job is never too small or too large for the people in this office. They will get things done on the spur of the moment. Each member brings phenomenal value to our team, doing the extra things that need to be done.

SELLER: *What motivates your team to do these things?*

AGENT: We consider this to be a service business. When you hire us to represent you, whether it is as a buyer or as a seller, we are establishing a fiduciary relationship, which means that we're working for you. If we cannot give you our all, we cannot accept the responsibility of selling your home, because in our opinion it's a great responsibility. Your home is your most important possession and most valuable asset. Selling it is not something that we take lightly. We owe it to our clients to do the very best job we can do. Because we do have a team, everything gets done and customers are served well at all times.

You're Not a Relocation Expert

Explaining Why Substandard Agents Are Norm at Relo Agencies: Script #1

SELLER: *You know, I think we're going to list our home with XYZ Relo Company.*

AGENT: Well, you're free to list, of course, with whomever you choose and who you believe will best handle the sale of your home. But, why XYZ Relo Company?

SELLER: *Well, they're big in corporate relocation, you know. They have a whole corporate relocation division. They send referrals and so forth—and I don't think you guys do.*

AGENT: Oh, yes we do. Keller Williams has one of the most extensive corporate relocation networks in the entire real estate industry, but with a very big difference. Are you curious about what that is?

SELLER: *Yes.*

AGENT: The difference is that our referrals go straight from the best agents to the best agents. At XYZ Relo Company they have to go through "relo directors" and up through their corporate structure. What happens is that the corporation takes money out of the commission base along the way, and puts controls in that reduce the flexibility of agents to better serve the client locally. So it both takes more time and it's more complicated. So what happens is that the best agents do not work with that relo business, because it's done at a lot less commission due to the company keeping so much of the money. You'll find that those relo leads are given to the least experienced agents, most of the time. Whereas at Keller Williams, we are free, as partners in the company, to do our referrals directly with one another. For example, I have a network across the country, Mr. Seller, that I've established, of the key, best real estate agents in every major market that sends people here. Whenever I have a listing, I let these agents know. Whenever I have a client moving, I let them know. We're continually directly sending back and forth with one another, with no bureaucratic operation in between. We're the best agents in each area. When you or someone in your company is going to move to another place, I'm going to find them not the cheapest agent in the destination area, not the one who will do it for less—I'm going to find them the best one. Does that make sense?

(continued on next page)

Explaining Why Substandard Agents Are Norm at Relo Agencies: Script #1 (continued)

SELLER: *That seems like a clear difference.*

AGENT: Yes, definitely. And with Keller Williams, I build my own relocation network. No one interferes with it. It's agent-to-agent, which gets referrals to the best possible agents. I've been in the business ____ years—I know what areas of the country are primarily sending relocating people here. I've targeted the agents in those areas, the best ones, the ones who are working with the most people, and I've let them know what's happening, and I give them referrals, too. I probably have more direct referrals coming to me here in _____ town than any agent with XYZ Relo Company.

Quick Responses to Objections on the Phone

[Your responses to objections should be short and to the point. When you get an appointment to do a presentation/consultation, then you will have more time to go into detail.]

We're Not Interested: Script #1

AGENT: Do you know of anyone else who is thinking of buying or selling a home?

or

Okay. You have a good day!

Tip!

Remember, your goal is to (1) get an appointment; (2) get a referral; or (3) strengthen the relationship.

If you only do (3) you are still successful!

I Don't Have Time to Talk: Script #1

AGENT: When would be a better time for me to call back?

Sorry, I Don't Know of Anyone Who Is Thinking of Buying or Selling: Script #1

AGENT: I understand. Do you mind if I send you some market data and interesting articles so that if you or anyone else is thinking about buying or selling, you'll have the latest and greatest data on home prices, mortgage rates, and the real estate market in general?

Please Stop Calling: Script #1

AGENT: Okay. I will stop calling. Have a good day.

It's Going to Be a Long Time Before We're Ready to Buy/Sell a Home: Script #1

AGENT: Really? When do you think you might be buying/selling? Do you know of anyone else who might be buying or selling? Do you mind if I send you some market data every now and then so that when you're ready to buy or sell, you will know about the latest trends in prices, mortgages, and the real estate market in general?

I'm in a Lease for Another Two Months—I'm Not Ready: Script #1

SELLER: I appreciate the call, but my lease doesn't expire for two months. Call back in a month or so.

AGENT: Now is a good time to start looking. In most cases, thirty days have passed by the time an offer is written, negotiated, accepted, the inspection completed, and the title and insurance ordered. Your lease runs out in sixty days. You don't want to wait until the last minute to look. You need time to move and pack. I suggest starting the process three to four months before your moving date.

I'm Not Buying or Selling Right Now: Script #1

AGENT: I understand. Do you know of anyone else who might be buying or selling? Do you mind if I send you some market data every now and then so that when you're ready to buy or sell, you will know about the latest trends in prices, mortgages, and the real estate market in general?

Please Take Me Off Your Mailing List: Script #1

AGENT: Okay. I will take you off my mailing list.

I've Got a Friend Who's a Real Estate Agent: Script #1

AGENT: Something you might want to think about is when you start to buy or sell a home, your life becomes an open book, including your financial situation. Also, real estate can be a risky business and something could go wrong. You might want to reconsider using your friend. Would you like to learn more about what is involved in buying/selling a home?

You Have Not Sold Any Homes in My Area, Have You: Script #1

AGENT: Not yet. But my company has homes for sale all over this community and North America; this means that we can expose your home to all kinds of buyers. When can we meet to talk more about this?

You'll Have to Talk to My Husband/ Wife: Script #1

AGENT: When would be a good time to call him/her? Say, do you know of anyone else who might be buying or selling?

We Don't Have the Money Right Now to Buy a Home: Script #1

AGENT: You might be surprised how little it costs to buy a home these days. Would you be interested in a no-obligation meeting with me to learn more? Say, do you happen to know of anyone else who might be buying or selling?

We Plan on Selling Our Home, When We Fix It Up. Call Back Then: Script #1

AGENT: I think I might be able to help you. I have a list of contractors and suppliers that I've worked with in the past. Plus, I can give you pointers on what to fix and what not to fix ... sometimes, homeowners fix things that really don't need fixing. Could we meet to talk more about this?

Geographic Farm

Cold Calling

Positioning Yourself as the Neighborhood Real Estate Specialist: Script #1

[When you're calling people, the best thing to do is to target your markets and become a specialist in that arena. Then you can legitimately say, for example:]

AGENT: *Mr. Prospect*, hi, my name is _____, and I'm the real estate specialist here for the _____ neighborhood. I've lived here ____ years, I've been in real estate ____ years, and I sell more homes than anyone else in this neighborhood.

Positioning Yourself as the Neighborhood Real Estate Specialist: Script #2

SELLER: *I don't want to be bothered right now.*

AGENT: Well, that's fine *Mr. Seller*, I just want to let you know that I do market our neighborhood very strongly; I live in the neighborhood, and I would like to put you in our database so I can stay in touch with you on a regular basis. Would that be okay?

SELLER: *Yes.*

AGENT: Could I have your numbers and email address so that we can stay in touch? Would it be okay with you if I contacted you at least once a quarter, just to say "hello"? Great. Then I'll add you to my email and mailing database. We can stay in touch, and if you have any real estate needs, please call me.

A Script for Your Team to Use on Your Behalf: Script #1

TEAM MEMBER: Hi, my name is _____ and I am working with _____ at Keller Williams Realty. _____ (agent's name) wanted me to ask you if you knew anyone considering buying or selling a home within the next year or two whether it be friends, neighbors, or relatives. *[Listen to the response.]*

Well, how about yourself, have you considered buying or selling with the current interest rates between ____ and ____?

You know, _____ (agent's name) has been very successful at selling homes in your area. I know they will be very excited to talk with you and answer any questions you may have about the real estate market and opportunities that may be available. When would be a good time for _____ (agent's name) and I to meet with you?

Let me make sure that the information I have is correct. Your address is _____. Great, we will meet you at ____:____ on ____/____. Thanks for your time and we will see you then.

Tip!

Once you get the listing, tell the seller that you'll be happy to contact the other agents they were going to meet with.

Say to the other agents: "_____ has just listed with us, but they wanted you to be the first to know that we've put it on the market, in case you have a buyer for it. We'd be happy to co-op with you ..."

A Script for Your Team to Use on Your Behalf: Script #2

AGENT: Hi, my name is _____ with _____ (team) at Keller Williams Realty. _____ (agent name) just listed another home for sale in your neighborhood over on _____ (address) and we are having an open house this Sunday from 11:00 a.m. to 2:00 p.m. _____ (agent name) wanted me to call and personally invite you to the open house and find out who you know that would like to move into your area? *[Listen to response.]* Fantastic! By the way... _____ (agent name) also wanted me to ask you if you would be interested in having him prepare a *free* comparative market analysis of your home. *[Listen to response.]* Okay, terrific! Thanks a lot. We hope to see you at the open house. Have a great day.

Announcing a Just-Sold Home in Your Neighborhood: Script #1

[Use this script with acquaintances you have in your geographic farm.]

AGENT: Hey again, *Mr. Acquaintance*, just wanted to let you know—I sold that house over on _____ Street the other day. You know, we were really close to list price: it was listed at \$_____ and we got \$_____. It showed real well, and it's great because it looks like the neighborhood is appreciating. Do you think you might be thinking about selling in the neighborhood in the near future, or do you have anybody you know in the neighborhood who is thinking about selling?

ACQUAINTANCE: *No.*

AGENT: Well, keep me in mind. Obviously, if you hear anybody talking, even if they're not in the neighborhood—in your business or wherever—please mention me as being a wonderful agent with great success, someone who can sell their house. And, *Mr. Acquaintance*, if you know of anyone thinking of buying or selling, give me a call. By the way, I'm really trying to build my database; would you mind if I asked you a few questions so that I could add you to my database?

ACQUAINTANCE: *Wouldn't mind at all.*

AGENT: Would you mind sharing with me your email address, home phone, mobile, home address, etc.? I have a couple of other questions: What's your birth date? Now, I don't care about the year. Great. What's your wife/husband's birthday? What is your anniversary date? What about your kids? What are their names—I've seen them around the neighborhood—and when are their birthdays? Thanks. That will really complete my database, and you'll be seeing stuff from me in the future.

Announcing a Just-Sold Home in Your Neighborhood: Script #2

SELLER: *Hello.*

AGENT: Hi. This is _____ with Keller Williams Realty, and as you know, we've just sold another home in your neighborhood and I was wondering when you may plan on moving?

Announcing a Just-Sold Home in Your Neighborhood: Script #3

AGENT: Hi. My name is _____ with Keller Williams. I just sold a home in the neighborhood over on _____ Street. It has three bedrooms and two baths, and it sold for _____. We know when someone sells a home, usually two more sell right away. I was wondering—when do you plan on moving?

PROSPECT: I'm fairly settled here now.

AGENT: How long have you lived at this address?

PROSPECT: Seven years.

AGENT: How did you happen to pick this area?

PROSPECT: It had good prices, good schools, and it's near my work.

AGENT: Close to good schools, you're right there. It's close to your work—that's excellent. If you were to move, where would you go?

PROSPECT: A bigger house in this neighborhood.

AGENT: When would that be?

PROSPECT: It's hard to say. My kids are still in school. Maybe when they get older.

AGENT: Sometime in the next year or two?

PROSPECT: Yes. We may have another child.

AGENT: Again, my name is _____ with Keller Williams Realty and when you and your family are ready to make that move, I certainly hope you will keep me in mind. Have a great day. Bye.

Announcing a Just-Listed Home in Your Neighborhood: Script #1

The problem is that if you don't first ask them if they'll talk to you, if they are really truly busy, they're not going to hear you anyway, and they're going to want to get off the phone. And then they're going to be really irritated that you interrupted them. Ninety-five percent of the time, when you ask them for their help, they say, "yes."

—Peggy Richey

[Talk very slowly. Include "I'm a local agent" because some people don't know that Keller Williams is real estate. Have you ever gotten a caller who says, "This is so-and-so, from such-and-such" and you still don't know who they are or where they're calling from, and they won't take a breather? Talk very slowly and say:]

AGENT: This is _____ with Keller Williams. I'm a local agent here in the area, and I have a new listing in the area, and I'd really like your help. Do you have just a second to talk to me?

If they say "no"

Okay. What would be a better time for me to call you? Tomorrow morning or afternoon? Evening or day?

If they say "yes"

It's my experience that 95 percent of the homes that sell in the area sell to friends of people who live in the neighborhood—parents and family members—and I have a new listing that I'm holding open on Sunday. I wondered if you had any friends or any family members who intend to buy in the neighborhood. We would love to have you invite them to our open house.

PROSPECT: *I don't know anybody.*

AGENT: How long have you lived in the neighborhood? *[And then start talking about kids or animals, and build a rapport with them. For example:]* Oh, I hear a dog barking in the background.

or

I hear the baby crying in the background; how many children do you have? *[Continue to build rapport, and at some point they may ask:]*

PROSPECT: *What's happening in the marketplace? We might be moving in six months to a year.*

(continued on next page)

Announcing a Just-Listed Home in Your Neighborhood: Script #1 (continued)

Adding them to your newsletter list:

AGENT: You know, I have really enjoyed our conversation. Thank you so much for your time and help. May I send you my monthly newsletter?

[And they always say “yes.” Put them on the newsletter, and they’re no longer a cold call.]

The only purpose to a cold call is to build a rapport. That’s all you’re trying to do. And if you do it really well, you’re either going to get an appointment or make a friend. But you can’t cold call with the idea that every person is looking to buy or sell at that moment, so you have to want to build the rapport so they’ll want to talk with you again.

–Peggy Richey

Announcing a Just-Listed Home in Your Neighborhood: Script #2

AGENT: Hi, my name is _____ with Keller Williams Realty and I wanted to let you know I have just listed the house at _____ (address). As an extra service to them, I am checking with their closest neighbors to see if you might be aware of anyone who is interested in moving to this neighborhood at this time?

Door-to-Door Canvassing

Appealing to Owner's Desire to Improve Neighborhood: Script #1

AGENT: Hi, my name is _____ and I am with Keller Williams Realty and I have been working in this neighborhood. I just wanted to say hello and give you my card. [*Hand them your card.*]

What do you feel would be the one thing that I could do for the neighborhood to make it a better place for you to live in?

Appealing to Owner's Desire to Improve Neighborhood: Script #2

AGENT: Hi, my name is _____. It is my goal to help make this neighborhood the best place to live. What one thing could I do or cause to be done to make this happen?

Positioning Yourself as the Neighborhood Real Estate Specialist: Script #1

AGENT: *[Knock, Knock]*

PROSPECT: *Hello?*

AGENT: Hi, I'm _____ with the _____ team, and you're ...?

PROSPECT: *I'm _____.*

AGENT: Well, *Ms. Prospect*, it's really good to meet you. Thanks for just taking a second. By the way, let me tell you why I'm here. It's my goal, as the real estate specialist in this area, to make this neighborhood the best possible place to live. I'm here to ask you just one question: what one thing could I do, or cause to be done, that would make this a better place to live?

PROSPECT: *Increase property values.*

AGENT: Okay. By the way, that is one of the exact things I've been working on. One of the ways that I do that is that I represent most of the people in the area who are selling property. And by doing that, I make sure their homes are staged right, and the prices are going up. By the way, if you ever want to know what's happening with pricing in the area, feel free to give me a call. Is there any other one thing I could do—even this very day—that would make this a better place to live?

PROSPECT: *Nothing comes to mind.*

AGENT: Okay, great. Well, if there's ever anything that could be done that would make this a better neighborhood to live in, just give me a call, okay? My number is right there on the card. Sound okay to you?

PROSPECT: *The truth is, there's too much traffic on this street. Folks are driving too fast and I'm afraid to let my kids outside.*

AGENT: Okay, so what we need is something out here to control the speed a little more. Is that true?

PROSPECT: *Yes. And there have been a lot of college kids moving into the neighborhood, it seems to me. What's that all about?*

AGENT: That's definitely a change. By the way, sometimes, when neighborhoods change, before they change too much, it's a good reason for you to get into a different place. Have you thought about moving? *[What you've done is, you've simply made an offer to help them in their neighborhood. Now right away you have an opportunity to tell them about the possibility of selling their home and buying another one. That's a great opportunity.]*

New Home Builders

Touring New Home Site

Educating Builder's On-Site Sales Reps: Script #1

This scrip is helpful to keep the builder's on-site sales people from corraling clients in a home and trying to work a deal

–Mary Harker

AGENT: Tom, we're just on a "blitz" tour; so please follow along with us and tell John and Joan the best things about buying one of your homes. Thanks so much for saving the details for another time when they're here to buy! They just need a quick overview today! By the way, Tom is one of the most caring and knowledgeable sales reps in our area! Thanks, Tom. See you next time.

Introducing Yourself to Builder: Script #1

AGENT: Hi. This is an area of the community in which I work and do a lot of real estate business. Obviously, you've started to build homes in this area. I want to become very familiar with your product. Since I know a lot about this area, and the competition, I want to become very familiar with your product. Would that be okay?

[Ask builder for their current marketing collateral.]

Do you have any sales pieces?

[After working up some of your own marketing for the property, solicit feedback from the builder.]

Hey, look, I've taken some time to put together some information on your property, because I've shown it several times now. Obviously, I don't have anyone at the point where they want to buy, but with your permission, I would like to use this marketing piece. Do you like what you see? Am I representing your property in the right way? Are there any mistakes in this material? Would you mind if I left some of these here at your property?

Developing a Relationship with Builder: Script #1

[After several showings, remind builder that you are spending a lot of time working on selling the properties. Leave a card and follow up with a script like this one.]

AGENT: By the way, I showed your property this afternoon. Your house isn't going to fit my buyers for such and such reasons, but we sure love your property. You know what? I'm really spending a lot of time on your property here. Who's handling your marketing for you? *[Show the marketing piece you've done for them.]* How can I assist? Would you object if I advertised your property in the newspaper? Or can I include it in the two pages of advertising I do in one of the local home magazines?

After selling a new house for builder

AGENT: You know what? I'm doing a lot of work with you. You're obviously impressed with the fact that I brought the buyer for the house. What's on your drawing board for the future? What's the next property? I'd sure like to see where you're building your next property or home. Is it going to be similar to what you have here?

Soliciting Building Referrals

Offering to Sell Potential Buyers' Current Homes: Script #1

AGENT: There may be some people unable to buy one of your homes because their present home is not sold. When that happens, call us! We can really help you! We'll consult the potential buyer, explain our unique program, prepare or "stage" their home, price it properly and sell it! With our team it'll be a smooth, memorable experience!

This script helps the builder gain another sale and you, the agent, another listing, and the potential buyer a new home! A Win-Win for all.

—Mary Harker

Preparing Builder for Your Incoming Buyers: Script #1

AGENT: So many of our customers insist on buyer representations. Whenever you're unable to help a buyer, why don't you call me! We'll represent them and help them buy a home now and when they're a little farther along in their career, we'll help them buy one of yours! And, more than likely, they'll have friends they can refer to you! How's that sound to you?

Working with the Builder

Leading Builder's Sales Rep to Describe New Home Benefits: Script #1

Tip!

Use this script when you haven't been in this subdivision. Take phone calls and get a coffee, then let the builder's staff take over.

AGENT: I need to take a few minutes—while I'm gone, *Mr. Builder*, why don't you show *Mr. and Mrs. Buyer* the exceptional features of your home and explain the benefits of your subdivision. You might also tell them why so many other families are choosing to live here rather than closer to the city. Will that work for you?

Leading Builder's Sales Rep to Describe New Home Benefits: Script #2

AGENT: *Mr. Builder*, why don't you show *Mr. and Mrs. Buyer* the very finest features of your home, and explain why they should choose to live here rather than closer to town. _____ is the second fastest growing community in the United States (*replace with relevant claim*)! Please take a few minutes to explain the reasons—I'll be back in a short time.

Preparing Builder to Show Home to Your Buyer: Script #1

AGENT: Your new development is fabulous! Let's meet and I'll give you ideas on incentives to bring agent traffic and sales. Let's form an advisory board of top agents, each of whom will be responsible for inviting ten key agents to a kick-off extravaganza. Following that, we'll have a contest rewarding top-selling agents. This will create excitement and bring significant results!

Explaining to Builder How You Can Benefit Them: Script #1

AGENT: Our market is very competitive—with so many builders out there—it's very important that you have good representation within the agent community. Approximately 75 percent of the qualified buyers are working with agents. We can help provide access to your homes, not only by putting them in the Multiple Listing Service, but by helping with the marketing program that will help you develop some rapport within the real estate community.

Building Rapport with a Builder: Script #1

[In working with builders it is critical to build the relationship. One way to do this is to drop by their job sites regularly. If you are trying to establish a relationship with a builder so that they will work with you, simply calling them on the phone and sending them email isn't enough. You'll go a lot farther if you stop by their site and check it out. So let's say you pull up to a job site. It is not dried in yet, and they are just doing the framing. The builder is there and he is talking to the lead carpenter who is doing the frame job and you say:]

AGENT: Tell me about this frame job. Are these traditional styles of construction? It looks like it is a better quality than typically seen.

BUILDER: *Thanks for noticing.*

AGENT: I'm an agent and I sell a lot of houses, and you appear to be doing a pretty good job out here.

BUILDER: *Well, what are you doing here? What do you want?*

AGENT: I sell a lot of new construction, and I'm trying to keep up with the inventory. I've heard a lot of good things about you and I thought I would try to familiarize myself with your construction techniques. I'd like to sell your houses and I hope you don't mind if I sell one for you?

BUILDER: *[Builder smiles.] No, I wouldn't mind that.*

Tip!

One of the added benefits of stopping by the site is that you learn more about new construction.

Typically, builders like people who are direct and honest.

—Gene Rivers

Initiating a Discussion of Your Fees: Script #1

Tip!

Use this script to educate the builder's on-site staff about your philosophy of dealing with clients—that prices are not to be increased when an agent is involved with a potential homebuyer.

AGENT:

Mr. Builder, here's something we really need to discuss. What is your position or philosophy on the value of an agent bringing a buyer to you? Is the agent fee part of your marketing cost? Do you ever tell the buyer that if an agent is not involved the price is different? What percent of your homes are sold by agents? Do you have a registration process for agents? Have you ever had a dispute with an agent or customer? How can we best work together?

Builders' Three Primary Areas of Need

Appealing to Builders' Shortage of Time: Script #1

[Builders have three primary areas of need. The first is time. Most builders need to focus on their time. If they are a small builder, they probably have no foreman. They answer all sign calls and ad calls themselves. So they have a real problem. If they're getting all of these calls and answering all of these questions and then people don't buy. You need to explain to that builder how you can solve that problem as an agent.]

AGENT: *Mr. Builder*, are you aware that only one in five people who shop new homes buy new homes? That means you are going to have to spend your time talking to four buyers for every one that you get, if you're lucky. Let me ask you a question, *Mr. Builder*: how many phone calls did you get last month from customers?

BUILDER: *I don't know, I don't keep track.*

AGENT: Well, five, ten, fifteen, twenty?

BUILDER: *Yeah, probably twenty or thirty from customers. [These are usually from ads or signs on houses that are being built.]*

AGENT: Well, how many houses are you building right now?

BUILDER: *Three.*

AGENT: So it seems obvious that you only get, maybe one house in five or one house in ten in terms of phone calls. So how much time did you spend on those twenty extra calls you didn't need? How much time did you spend meeting with people and going over floor plans or meeting with people and going over pricing, that all ended up going nowhere? And how much more sanity would you have had in your life? How much better of a house could you have built if you had focused on building or had the time free for yourself and your family. *[The truth is that specialization yields results and builders are specialists in building, not in selling. If you can show them this and how you can help them focus on their 20 percent, they will want to work with you.]*

BUILDER: *Yeah, I don't have time to deal with all these calls. Especially those that come in and never turn into a house.*

The National Association of Homebuilders categorizes builders into small, medium, large, and mega builders. Most of the large and mega builders have their own sales force. They are typically not going to hire an agent. So you are going to be dealing with the small to medium size builders.

—Gene Rivers

Appealing to Builders' Shortage of Time: Script #2

AGENT: Do you get a lot of customer calls wanting to talk about buying a home? Would you say you get twenty or thirty a month?

BUILDER: *Well, I might even get more than that.*

AGENT: How many homes do you have under construction?

BUILDER: *Currently, I have five.*

AGENT: So it appears you get five to one out of your phone calls. How much time did you waste on the four or five that didn't buy? If you let me handle those calls for you, we can do all of the advance qualifying on money. We can meet with them to go over the sample plans and what's included on the specification sheet, so that the people know they are dealing with something that they really want and that they are qualified to buy. That way, when they do meet with you, we've got someone who is highly likely to do business with you. As opposed to someone who is going to spend an hour or two with you only to realize that they can't afford what you are selling. So I can take that right off your plate. Wouldn't that be of value to you?

BUILDER: *Yeah.*

AGENT: In addition, I am marketing lots of different products—a lot of them wouldn't be suitable for the people who call on them. For customers who call off signs or ads, less than 2–3 percent buy the house they call on. Imagine my opportunities to find a buyer for you when I am getting all of these phone calls from people calling on all kinds of properties when all you market are these two or three houses you have for sale. I am marketing ____-____ a month. My office is marketing ____-____ a month and the entire agent community is marketing ____ a month and we are getting lots of interest. In fact, are you aware that more than 80 percent of all properties sold are sold through brokerage? That's an NAR/CREA statistic. How would you like it if when you met with a consumer it was because they were ready to sign a contract and you didn't meet with anybody unless they were ready to sign a contract? Would that be good? That is the service that we provide.

Appealing to Builders' Need to Stay Educated About the Market: Script #1

[Another issue that builders have is staying current on information about the market. Most small and medium builders are really busy and they don't commit enough time and resources to go to the National Conventions, or to look at new products and trends. They don't look at what their competitors are doing in the marketplace, both big and small. They don't go online to look at listings and sales on a weekly and monthly basis so that they know where the market is headed, what the prices are, or what products builders are selling. That research is golden. So a real estate agent can provide the services that keep the builder in the field building houses which is the only way that he's going to make any money.]

AGENT: Mr. Builder, are you aware that an extra half bathroom or the proper kind of wiring in the house can guarantee you sales? For example: If you don't have the house wired properly, today's consumer might like the house, but they won't buy it because they can't run their computers and have a home network or they can't get high-speed internet. It's a critical issue. A large number of consumers, approximately 40–60 percent, NEED a home office. Having that could literally be the difference between something that sold before it was finished and something that just sits. And people are having to weigh whether to give up a bedroom to have a home office or not.

Appealing to Builders' Need to Stay Educated About the Market: Script #2

[If you get mail and flyers dropped off from different builders in town trying to get your business, start collecting them and then tell the builder:]

AGENT: Once a month I'll send you a package of all the sales brochures, floor plans, and materials of all your competitors.

Appealing to Builders' Need to Stay Educated About the Market: Script #3

AGENT: Did you know, according to the National Association of Homebuilders that over half of new homebuyers discover their homes after 5:00 p.m.?

BUILDER: *No, I didn't know that.*

AGENT: Most people who are house hunting go on weekends or at the end of the day. What that means to you is that you need to have your spec houses lit up at night so that people driving by can see what the elevation looks like (or is going to look like) and they can start to get excited about the property. Even though the house may not be ready to go, at least you could have the front of it lit up with a flood light. You also need a good brochure box and lots of good marketing pieces right out in front since you have buyers out there after dark driving around.

BUILDER: *And you can help me set that up?*

AGENT: I'll do everything. My job is to handle your property in a way to get maximum exposure. Your job is to build a darn good house. Let me handle the people and the marketing.

You can subscribe to receive newsletters from the National Association of Builders and the National Association of Contractors. When you receive the newsletters, you can cut and clip them or just forward them on to the builder as a source of information.

–Gene Rivers

Appealing to Builders' Need to Stay Informed: Script #1

[The third issue builders have is lot inventory. Most small to medium builders have a choice. They can either build lot inventories or they can build one or two spec houses, but they can't do both. So, having constant and steady knowledge and awareness about lot inventory is a really big deal to them in terms of selling to people off the street.]

AGENT: I'll handle all of your incoming inquiries. I'll get all of the buyers prequalified. I'll have an initial counseling session to show them your plans and your price ranges so that when we finally meet, we have somebody who is near or close to writing a contract. As opposed to somebody who will just take up your time and not buy.

Appealing to Builders' Need to Stay Informed: Script #2

[With most MLSs today, you can set up a prospecting file. It is very easy for you to start a prospect file for an area where the builder wants to work. The builder would be emailed every time a lot becomes available so you are keeping him updated on the current inventory. The builder has a need for a lot at any given time. He just doesn't know when he needs it. So you are giving him this regular updated inventory. This is all automated, but from his perspective, it's a wonderful service that saves him a lot of time and effort.]

AGENT: Would you like to know every single day whenever a lot hits the market for sale? And would you like to know what lots are selling for on a daily basis?

BUILDER: *Yes. How are you going to do that?*

AGENT: I am going to electronically do the research and email you the results on a daily basis. I have specialized software designed to hunt for properties as well as to monitor sales. And I'm going to give that data to you.

BUILDER: *That would be very useful.*

Following Up With Builder after Closing

Establishing a Relationship for the Future: Script #1

New Home Builder

Tip!

Use this script with a new homebuilder after one of your buyers has purchased one of their homes.

Check in with them twice a month.

AGENT:

I have enjoyed working with you and my clients love their home. I know you probably have people who come to you to buy a home and have a home to sell. For those who aren't working with an agent, or it's not on the market at the time, please have them contact me and call or email me with their information. Since I have had such a positive experience with your team, I'll help you by getting their house sold. And if I sense any frustrations from them about the construction of their home, I can let you know. Does that sound like something that would work for you? You want to ensure your contracts make it to the closing table, yes? Let me give you some brochures and cards.

Open House

Identifying Listing Opportunities

Qualifying Open House Attendee as a Potential Listing: Script #1

[You want to make sure that all the brochures are out of sight at the open house. If there are brochures laying around, people can pick those up, and then they don't need you. But if you don't have brochures around, that's going to force you to open your mouth, talk to people, and ask questions. And when you do that, people will start communicating with you. Position yourself near the front door. When potential clients walk in the front door, say (always first to the woman, if they are a couple):]

AGENT: Hi. I'm _____ (name). Do you live in the neighborhood?

PROSPECT: Yes.

AGENT: So, are you planning to sell your home and buy another home in the same area?

PROSPECT: Yes.

AGENT: Are you familiar with property values in the neighborhood?

PROSPECT: Yes and no.

AGENT: Where is the property located and what style is it?

[continue asking questions.]

May I see your home today at _____? Or tomorrow morning at _____?

Interacting with Open House Attendees

Qualifying a Buyer's Level of Interest: Script #1

Tip!

Use this script to qualify and source potential buyer clients.

AGENT: Hi, I'm _____ with Keller Williams Realty. Welcome.
Are you coming in because of the ad or just driving by? Do you currently have an agent who is representing you?

Qualifying a Buyer's Level of Interest: Script #2

AGENT: What are you looking for? What's your price range—your top and bottom dollar?

BUYER: \$200,000–\$300,000.

AGENT: Okay. Well, that is a large range, and you'll find that houses within that range will be vastly different from one another. Have you talked to a lender yet?

BUYER: No.

AGENT: Well, here's a recommendation I have for you. It might seem a little early to do, but what it will do is tell you what price range you need to stay in. And also, if there are any credit issues that you need to clean up in the next six months, we can deal with those. Actually, that's a good reason to start this process early, because sometimes it takes two or three months for some issues to disappear off your credit report. Would you mind at all if I recommend to you a lender? No? Well, write this down. *[Give name of allied resource.]* He's a real good guy, and I want to encourage you to talk to him, even though you might not be buying for a few months. That way, when you talk to an agent you'll be able to place yourself in a smaller, more accurate, price range.

(continued on next page)

Qualifying a Buyer's Level of Interest: Script #2 (continued)

Advising Unqualified Buyer to Select and Commit to One Agent

AGENT: Another thing I want to recommend is that, whether it's me or another agent, settle down with one agent. Because one thing that's going to happen, if all you're doing is calling out of magazines, is you're going to get agents who have houses that are already sold, you're going to be calling on houses that are above or below your range, and so on. What an agent can do for you is they can go into the MLS and customize a search for you: "I want only these neighborhoods or these prices or these geographic areas."

Setting Up the Buyer for Follow-Up

AGENT: So now that I kind of know what you're looking for, I'd like to continue with our relationship. Let me get a contact number so that I can call you in three months and see if you're ready to really get serious about buying a house.

Qualifying a Buyer's Level of Interest: Script #3

AGENT: Do you live in the neighborhood?

PROSPECT: No.

AGENT: Oh—what area do you live in?

PROSPECT: *[Discloses neighborhood.]*

AGENT: So are you thinking about selling your home and buying a home in this area?

[If the Prospect says they do not own a home, you have just discovered that they are a buyer and the reason that they are looking at the house. Using this line of questioning gets the answer without prying. It's very subtle. Your goal is to find out within the first few minutes what their purpose is for attending the open house.]

Qualifying a Buyer's Level of Interest: Script #4

- AGENT:** Do you live in the neighborhood?
- PROSPECT:** Yes.
- AGENT:** So are you thinking about selling your home and buying a home in this area?
- PROSPECT:** Well, no, we don't own, we're renting. *[That person is now identified as a buyer.]*
- AGENT:** May I tell you about this home? It is a ____ (e.g., three-bedroom home). Are you looking for a ____ (e.g., three-bedroom home)?
- PROSPECT:** I am really interested in a ____ (e.g., four-bedroom home).
- AGENT:** Well, this is only a (e.g., three-bedroom home), but I know several in the area that meet your needs. May I show them to you?

Qualifying a Buyer's Level of Interest: Script #5

- AGENT:** Do you live in the neighborhood?
- PROSPECT:** Yes.
- AGENT:** So are you thinking about selling your home and buying a home in this area?
- PROSPECT:** Well, no. We own a home in the area: We're being transferred from here to ____ (new location), and we wanted to find out what this house was selling for. *[This person is now identified as a prospective seller.]*

Qualifying a Buyer's Level of Interest: Script #6

- AGENT:** Do you live in the neighborhood?
- PROSPECT:** No. I'm being transferred up from ____ (city).
[Get the prospect talking to you by asking large, general questions that will elicit responses that tell you about the person you're talking to.]
- AGENT:** Oh, really? What do you think about that, about being transferred from ____ (city)? How do you feel about that?
- PROSPECT:** We've been living down there for fifteen years and just love it. We have children in school and they hate having to leave. It's driving me nuts.

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Qualifying a Buyer's Level of Interest: Script #6 (continued)

AGENT: *[Talk to them about their issues, then ask:]* Have you had anyone looking at your property in _____ (city) yet to help you know your current home's property values?

PROSPECT: *Well, no.*

AGENT: Would you mind if I had somebody give you a call? Someone who could come over and give you a brief little talk about your property value?

PROSPECT: *I would appreciate that.*

Registering Open House Attendees: Script #1

AGENT: Hi, my name is _____. *[Shake prospect's hand.]* Thanks for stopping by. Let me give you a brochure on the home. *[Lead them to the sign-in table.]* Please sign our guest registry so that the seller knows how many people stopped by. *[Don't hand them the brochure until they have signed in.]*

Showing Prospect the Home: Script #1

[You are standing three steps outside the door. A prospect arrives.]

AGENT: *[Extend your hand.]* Hello! I'm _____. And you are ...?

BUYER: *We're Mr. and Mrs. Buyer.*

AGENT: It is nice to meet you, Mr. and Mrs. Buyer. *[Turn and walk into the house; walk and talk at the same time.]* Please come in and sit down before you tour the house. It's very important that you do so and I will tell you why after you're seated. *[Walk to a predetermined seat and sit down; wait for them to be seated. As they sit, remain quiet, wait for them to look around the room.]* You should do this with every house you go into because it gives you an opportunity to see the house as your guests will see it. Sitting down even allows you to see whether your furniture will fit. Isn't your perspective different when sitting down?

BUYER: *Yes it is.*

AGENT: Tell me a little bit about your family. *[As they tell you about their family, ask questions to understand what type of home their family wants and needs.]*

BUYER: *Well our family consists of...*

(continued on next page)

Showing Prospect the Home: Script #1 (continued)

- AGENT:** *Mr. and Mrs. Buyer*, this is a wonderful home, but based on some of things you mentioned, it may or may not be right for you. Would you like to tour this home to find out?
- BUYER:** *Sure!*
- AGENT:** *[Your objective is to build a relationship with them while touring the home and lead them to an appointment. As you are touring, use your body to either lead them into a room or to block an entry to a hall or room you wish to show later. While touring the home you will be asking them more probing questions.]* Have you seen any homes that you really like?
- BUYER:** *Yes.*
- AGENT:** What was it that you liked?
- BUYER:** *The home we really liked had ...*
- AGENT:** Was there any particular reason why you didn't buy it?
- BUYER:** *Well, it didn't have _____, and for the price they were asking, we just thought it was too much.*
- AGENT:** How long have you been looking?
- BUYER:** *Just a couple weeks.*
- AGENT:** Do you currently own your own home?
- BUYER:** *We're renting.*
- AGENT:** How many homes have you owned in the past?
- BUYER:** *This will be our second home.*
- AGENT:** What is your price range?
- BUYER:** *We're thinking \$200,000–\$250,000.*
- AGENT:** Do you feel this room will accommodate your furniture?
- BUYER:** *That's hard to say ...*
- AGENT:** Don't forget guests ... will this room be large enough to accommodate guests?
- BUYER:** *We don't do that much entertaining.*
- AGENT:** This kitchen may not be what you need, but it has some wonderful features. Is there enough cabinet space for you?
- BUYER:** *It might be enough.*
- AGENT:** How about how the kitchen is laid out. Would it allow the two of you to work in the kitchen together?

(continued on next page)

Showing Prospect the Home: Script #1 (continued)

BUYER: *Looks like it should work.*

AGENT: The family room is comfortable. Do you have a big screen television?

BUYER: *Yes and a number of stereo components.*

AGENT: Where would you position the television and stereo components?

BUYER: *Looks like they could all go here ...*

AGENT: By the way, has anyone taken the time to do a private buyer's consultation with you?

BUYER: *No.*

AGENT: Mr. and Mrs. Buyer, we have a very special technique here at Keller Williams Realty. We don't just throw you in a car, haul you around, and show you fifty different houses that you have no interest in, hoping that we will stumble across something that you'll buy. When you think about it, that a pretty ridiculous way to work, isn't it?

BUYER: *Yes.*

AGENT: At Keller Williams Realty, we are trained to be real estate consultants, not agents. This means that we take a systematic technique to helping you find your new home. Just imagine for a moment that you are a real estate agent. Can you begin to see how difficult it would be to find the perfect home for a customer when you have no idea what they are looking for? It's impossible to know what you consider cozy, spacious, and reasonably priced without taking the time to clearly understand your wants and needs. Would you be interested in a free and private buyer's consultation?

BUYER: *We are not sure we're ready to work with a real estate agent ... we're not even sure exactly what we want.*

AGENT: I understand and I can help. I would be happy to sit down with you in my office to do a private consultation to help you determine your wants and needs. What do you think?

BUYER: *Well, if we're not obligated to do anything, we see no harm in meeting with you.*

AGENT: Great! Here is my business card. Let me get my appointment book and we'll set something up. Does tomorrow or the next day work for you?

Referrals

8 x 8

Following Up After Mailing a Gift: Script #1

[Set aside a specific time during the next eight weeks to make contact with all the prospects, customers, and past customers in your contact database.]

Tip!

The 8 x 8 is a high impact, high saturation technique that will put you in the Number One position in the minds of everyone in your contact database.

Weeks 1-3:

[Drop off a letter of introduction, your personal brochure, and a market report. Include your business card, then send a recipe card, inspirational card, community calendar, or market statistics and include your business card.]

Week 4:

AGENT: Hello, this is _____ from Keller Williams Realty. Did I catch you at a good time? How are you? Did you happen to receive the _____? Did you have a chance to look at it? The reason I'm calling is to find out who you know who might be buying or selling their home.

Week 5-7:

[Send one of your free reports or a financial, household, or health tip; include your business card.]

Week 8:

AGENT: Hello, this is _____ from Keller Williams Realty. Did I catch you at a good time? How are you? Did you happen to receive the _____ that I sent you? That's great. Did you have any questions? Just a quick reminder, if you happen to know of anyone who will be buying or selling, could you provide me with their name?

Asking for Referrals

Asking Your Seller Client for Help after Closing: Script #1

AGENT: Congratulations on the sale of your home. Obviously; I don't have your house anymore. What I need you to do for me now, though, is help me find another house to sell. Who do you know that needs to sell or buy a house?

SELLER: Well, I can't really think of anyone right now.

AGENT: Okay, I will tell you what. Do you mind if I just stay in touch with you and ask you from time to time if you know anyone who might be willing to work with me?

SELLER: No, not at all.

Asking Your Seller Client for Help after Closing: Script #2

AGENT: Here are three of my cards. If there are any members in your family or friends who are thinking about buying or selling real estate, please give them my card. If you get their permission for me to call them I will follow up. They deserve to have a great agent working to help them with the process.

Reminding Client to Keep Your Team in Mind: Script #1

AGENT: Keep my number in a safe and convenient place. You never know when you'll need a great agent.

Reminding Client to Keep Your Team in Mind: Script #2

AGENT: Most of my business is "by referral." The reason that is important for you to know is that I have to do what I say I am going to do or I wouldn't have a business at all. If I take great care of you—can I count on you to refer your friends to me?

Reminding Client to Keep Your Team in Mind: Script #3

AGENT: I want to earn the right to work with your friends, family, and co-workers. I want it to be the kind of experience for you that, when you're at a cocktail party and hear someone with a real estate need, you'll tackle them at the ankles and say, "I've got the person you need—don't look any further." I want your experience with me to be that great.

Reminding Client to Keep Your Team in Mind: Script #4

AGENT: I work mostly by referrals. My business depends on them. If you know of someone who is in a similar type of business where they depend on referrals, I would love to hear from them. Helping people grow is my main philosophy and I look forward to building a relationship with them.

Reminding Client to Keep Your Team in Mind: Script #5

AGENT: The lifeblood of my business is referrals and most of my business comes from referrals. My goal is to meet or exceed your expectations and only then can I have the right to receive your confidence and referrals.

Reminding Client to Keep Your Team in Mind: Script #6

[Use this script when responding to someone who is thanking you for your business. This also works well as an email script.]

AGENT: Thank you so much. It's great to hear your appreciation. We are glad to know that we did such a great job for you. When you have family and friends who are thinking of buying or selling a home, be sure to send them to us.

Reminding Client to Keep Your Team in Mind: Script #7

AGENT: Hi, *Mr. Buyer*, how are you doing? This is _____ from Keller Williams. I'm just calling to see how things are going. How is the new house?

BUYER: *Really enjoying it!*

AGENT: Good. How is your wife doing?

BUYER: *She's good.*

AGENT: Glad to hear that. Do you have any additional real estate needs at this time? Will you be looking to possibly buy an investment property or second home in the future?

BUYER: *Not really. We're just enjoying this one.*

AGENT: I'd appreciate it if you would pass along my card or name and number to any friends or family who might be thinking about moving or who have a real estate need. I'd really appreciate it.

BUYER: *I'll keep that in mind, but I don't know of anyone right now.*

AGENT: In the course of your day if you hear somebody talking about real estate, feel free to pass along my name and number. Let them know what a good job I did for you.

BUYER: *I'd be happy to do that.*

Reminding Client to Keep Your Team in Mind: Script #8

AGENT: Hi, *Mrs. Buyer*, how are you? How is the new house?

BUYER: *We're still getting settled, but we love it.*

AGENT: Great, I'm glad to hear that. Remember to give my name to your friends and family if they are selling or buying a home. I appreciate it!

[When a referral comes in, I send a Thank You note immediately that says, "Thank you so much for sending the referral. Referrals are a large part of my business. Have a treat and a cup of coffee at Starbucks on me." I enclose a Starbucks gift card for \$5.00. Doing this usually results in getting more referrals from this past client.]

Reminding Client to Keep Your Team in Mind: Script #9

AGENT: Don't think of us just when buying or selling a home. Think of us as a resource center. If you need a roof or you need a plumber or an electrician, we have a list of professionals with great track records, to whom we feel comfortable referring you.

Building an A-List Database: Script #1

[Use this script with people with whom you have built a rapport, and who would refer you on a regular basis. Or, if prospecting with a client, once a property sells on one of your listing, call them five days after the closing to find out how things went.]

AGENT: Let me ask you a question, *Mr. Seller*. I've really enjoyed working with you over the past two months. If you knew of somebody that was going to be buying or selling a home in the next 30–60 days, do you have an agent that you would refer them to?

SELLER: *No, I don't.*

AGENT: Let me ask you a question. Would you refer the _____ team to friends or family members who you knew were going to sell their home?

SELLER: *Yes.*

AGENT: I'm really glad to hear that. What I'd like to do is set you up as a preferred client with the _____ team, and what that means is we're going to be sending you an item of value every thirty days, and I'm going to be staying in touch with you just to see if there's anything we can do for you. And the only thing we ask is that if you do know of anybody that's going to be buying or selling a home, if you could, *Mr. Seller*, give me a call with that person's name and phone number. I would greatly appreciate that. Would that be okay?

SELLER: *Sure.*

AGENT: Excellent. Well, I've really enjoyed working with you also, and I look forward to working with you again in the future.

Building an A-List Database: Script #2

AGENT: I was just calling to verify that the information in our database is correct. In addition, I want you to know that we're providing a referral service to all of our clients. Not only can you call when you know somebody wants to buy or sell a home, you can also call us if you're looking for a vendor. We want to be your one-stop resource if you ever have the need for painting, a handyman, pool service, landscaping, a housekeeper, etc. We've got a list of vendors that we'd like to share with you. Do you have any needs right now that we could help with by referring someone to you? As a past client, if you do happen to call our vendors, please make sure that you mention our name. We have prenegotiated a special discount with these vendors if you mention the _____ team.

SELLER: *Oh, you guys are great! I've given your card out a bunch.*

AGENT: We really appreciate that. In the future, would it be okay if you'd call me with that person's name and phone number? What we've found is that sometimes they'll lose our card and are too embarrassed to ask you for it again. If you call us, we'll make sure that not only will we get in touch with them and offer them our top-notch service, but we'll update you to let you know how everything is going with their transaction.

Building an A-List Database: Script #3

[This can be used during a Sign Call.]

AGENT: If you had a friend, family member or neighbor in need of an agent, do you have an agent you would refer them to?

PROSPECT: *No, I don't.*

AGENT: We would like to become your real estate resource. I'm going to go ahead and contact you every month. Would that be alright?

PROSPECT: *What will you contact me regarding?*

AGENT: We have a couple of different sources we send out. For instance, we have a newsletter that includes tips on things like tax issues and homeowner maintenance. We'll be in contact with you on a consistent basis. That way, if you have a need or know of anybody who is thinking of moving, you'll keep us in mind.

PROSPECT: *I'd be glad to.*

Building an A-List Database: Script #4

AGENT: I am currently providing my friends and spheres with a free consulting service. Let me explain by asking you a question. Would you see the value in knowing what effect the current real estate market has had on the market value of your home?

PROSPECT: Yes I would.

AGENT: Please give me your mailing address, email address, and phone number, and I'll be in touch with this information.

Building an A-List Database: Script #5

AGENT: Hi, this is _____ with Keller Williams Realty. How's the family? How's the job? I'm calling because I was in a seminar the other day and I learned an interesting statistic. I learned that for every person I know, that person will know five people who want to buy or sell real estate this year. Can you believe that?

That got me to thinking; why don't I put together a list of people I feel can help make me to be successful in this business. Would you be offended if I put you on that list?

PROSPECT: No.

AGENT: Great! When is your birthday? *[Make note of the answer.]* When is your spouse's (name) birthday? *[Make note of the answer.]*

PROSPECT: What will being on this list entail?

AGENT: I'll be sending you some things in the mail and I would appreciate your feedback on the materials that I'm sending. So, would it be okay to put your name on the list?

PROSPECT: Sure.

Warm Lead from Referral

Initiating Contact with a Warm Lead: Script #1

AGENT: Mary Sue suggested I call you. She said you're looking for a home and I'd like to help. I'm available at _____ and _____. Which time is best for you?

Objections

I Don't Know Anyone: Script #1

[Use this script with people you know really well.]

AGENT: Can you think of one person who's buying or selling real estate right now?

SELLER: *No, no right now.*

AGENT: The National Association of Realtors [Canadian Real Estate Association] says that most people know five people a year who are buying or selling real estate, so you'll probably know of someone in the near future. I'll check back with you to get those referrals. If you don't know of someone then, we need to get you out more often.

Relocations

Relocation Calls

Identifying a Relo's Fears and Hopes: Script #1

AGENT: Are you happy that you're moving to Dallas?

BUYER: *No, I hate the thought of coming to Dallas.*

AGENT: Oh really—why is that?

Possible answers

BUYER: *Because the grandparents are not going to be there! Because I hate moving! Everytime I move I pay more and get less.*

AGENT: Well, we're grandparents of eight—and we can always add two more! Would that help?

[The least important thing may be finding a home. The agent's challenge is reconnecting the fractured network of their family's lives. They need to know how they can reconnect to church, club, bank, doctors, vet, nail and hair salon! They need to reconnect family activities and all facets of their former lives. Be their first and most caring friend.]

DONE

Educating the Buyer on Area and Priorities

Identifying a Relo's Needs: Script #1

AGENT: Tell me what is the most important thing to you?

BUYER: *Our daughter who is eleven.*

AGENT: What is your daughter's number one interest?

BUYER: *Well, she plays the clarinet.*

AGENT: Would she play in a band?

BUYER: *Oh yes!*

AGENT: So you need a school where they have a band program?

BUYER: *Yes. She's also a cheerleader.*

AGENT: Wonderful! We'll send you information on cheerleading programs in her packet.

BUYER: *Yes, that would be fine.*

[You want to know what their kids are doing so you can help them discover what is most important.]

Identifying a Relo's Needs: Script #2

[You want to determine what is most important when they relocate. Is it the size of the home? Is it the commute distance? Is it the school? Is it the way the home looks? Is it the neighborhood? Nine times out of ten, it's the schools. Second is the commute. Find their biggest concern, then the other factors become secondary.]

BUYER: *I need 4,000 sq. ft. for \$200,000.*

AGENT: Oh, I wish we had that for you. What's more important? To be by the school that you have chosen for your child? Or the size of the house? *[This is a reality check.]*

BUYER: *Well, can we get 3,500 sq. ft.?*

AGENT: If we go out further. But then the school will not be the same one that has the band program you wanted. The commute will be fifteen minutes longer. That means your husband's traveling forty-five minutes each way. He loses an hour-and-a-half with the family each day. Are you okay with that?

BUYER: *No, I'm not okay with that.*

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Identifying a Relo's Needs: Script #2 (continued)

AGENT: How far can he travel?

BUYER: *Twenty minutes.*

AGENT: That's going to put you into a highly industrial area and you'll have a townhouse. Schools won't be the same. Is that all right?

BUYER: *No, it's not okay.*

AGENT: All right, so what if we can get you into a really good school system but your husband has to travel forty minutes? Are you okay with that?

Identifying a Relo's Needs: Script #3

AGENT: You're moving from _____ (San Antonio)—the land of ranches and Cape Cods and no basements and more outdoor living. *[Replace with some key things about the buyer's current home city.]* Here in _____ (Columbus), our homes are more traditional in older communities. Our typical home here is a two-story. And you never want to buy a house here without a basement, because that is standard in our market. *[Replace with key differences about homes in your city.]* So when you come to _____ (Columbus), things aren't going to look right to you the first day. You'll be comparing apples to oranges. The second day is going to be better. I'm going to try to listen to everything you want, but you are going to have to get acclimated to the area. On the second day, you'll be able to start comparing things in _____ (Columbus) to things in _____ (Columbus), not to things in _____ (San Antonio). Probably by the end of the third day, we'll be able to pick out the best houses of the bunch for you. There will be an adjustment period. Don't be discouraged by it.

BUYER: *How long before I feel comfortable?*

AGENT: By the second day, I think you'll be at the point where you'll be comparing houses in _____ (Columbus) to houses in _____ (Columbus). We'll pull you out of that first day where you're still in _____ (San Antonio). Then the second day we'll be comparing apples to apples. Hopefully on the second day, or no later than the third day, we'll have picked the best apple out of the whole bunch for you.

Identifying a Relo's Needs: Script #4

AGENT: What typically happens on the first day with a relocation client is that you're still mentally in the town you're coming from. That's your familiarity. I want you to know that we're going to try to get you through that phase quickly. Try not to be discouraged after the first day. The second day, you'll start comparing homes here to other homes you've seen here. We'll start removing your old town from the picture, and hopefully by the second day, and no later than the third day, we'll be comparing apples to apples in this town, and we'll find your new home in that time frame.

DONE

Taking a Relocation Family on a Home Tour

Helping Relo Family to Make Transition: Script #1

AGENT:

This will be “shock day.” As we drive around, you’ll just be trying to assimilate: We have no trees, no mountains, no ocean, and no basements! But we have warm, wonderful, friendly people!

[Her body language may tell you she’s not ready. She may refuse to engage. You may take her to see houses all day without much response. Try slowing down. Take her to Starbucks or to lunch, where you can spend a little time to find out what is really important and how you can best help her.]

- Use “FORD” questions:
 - What’s important about her **F**amily?
 - What important about her and her husband’s **O**ccupations?
 - Does she have a favorite **R**ecreation?
 - What are her **D**reams?
- Build rapport, build a new relationship.
- Be a friend.

DONE

Vendors

Leads from Lenders

Asking for a Referral Relationship: Script #1

AGENT: I was wondering, I heard your company advertising that you can prequalify people right over the phone for their home loan. That must be a great promotional campaign. How is it going?

Great, can I ask what you are doing with those qualified leads once you have approved them and they need to find a home?

Well, my name is _____ with Keller Williams Realty. I was hoping you could keep me in mind for that business.

DONE

Leads from Moving and Storage Companies

Asking for a Referral Relationship: Script #2

AGENT: My name is _____ and I am with Keller Williams Realty. I service a lot of buyers and sellers in the area who are looking for a moving company or somewhere to store extra belongings while selling a property. May I add you to my “companies you need to know” list so I may refer you the business.

Will you also think of me when people contact you doing the same?

Here are some of my business cards, personal brochures, and a brochure holder for your counter. If you have someone contact you, please pass their name on to me and I will become one of your best salespersons.

Tip!

These companies service potential real estate clients daily. It is often the first place buyers and sellers contact when relocating or selling.

DONE

Building Relationships

Explaining Your Standards for a Referral Relationship: Script #1

AGENT: A mortgage lender looking for business brings in donuts and says, “Give me a bone!” That doesn’t work for me. My customers aren’t bones. They are a family. Just like ours! When we take a precious family, I’m holding their lives in my hands, and I have to know that we have matched values. The only mortgage person I can be in partnership with is someone who cares as deeply about this family as I do. It’s going to take both of us, playing in unison, to reach the settlement table. If I ask you to help me, it’s because I have found you’re not just coming into the office and saying, “Give me your customer. Here’s a rate sheet!” You see, we don’t want RATES. We want RELATIONSHIPS. What’s most important are relationships and how I can help this family and how I can know that they will not have any difficulties because you will have asked the proper questions that will have given you the right answers in which to get their home underwritten and closed.

DONE

Notes