Seller Mastery
Scripts
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Welcome to a comprehensive collection of the most important scripts found throughout the Buyer Mastery guides, workbook, and KWConnect videos. For easy reference, the scripts have been organized according to category:

- Lead Conversion
- Objections
- Buyer Consultation

Consider this collection of scripts a resource, guide, and handy reference, but remember—what you get out of this book will be equal to the amount of effort you put into it!

The key to becoming confident and secure with scripts is practice, practice, and more practice. Set up daily practice sessions with a colleague, find a mentor to hold you accountable, and start internalizing your material. With constant repetition, you won’t be able to help but master the material.

Happily, you’ll start to experience the benefits of your practice early in the learning process. As you develop increasing confidence in your material, you’ll increasingly earn buyers’ respect and their business.

Remember that your goal is to master the scripts, not become enslaved to them.

As Gary Keller points out, “Scripts really just provide a way of being prepared. You have to ask yourself what you want and then come up with language to express your goal.” Scripts that work truly express your want, need, or understanding of something—in words that have proven to be economical and effective.
Get the Appointment

Gary Keller’s Six-Step Script for Appointment

1. **Introduction**
   Hello, this is ___________ from Keller Williams Realty.

2. **Empathy**
   I hope I haven't reached you at a bad time.

3. **Purpose**
   This is a business call and I won't take much of your time.

4. **Primary Questions**
   How's the house I helped you buy working out for you?

5. **Follow-up Questions**
   Are you considering buying, selling, or investing in real estate again, or do you know someone who is?

6. **Call to Action**
   You are? When would be a good time to meet? Wednesday at 3:00 p.m.? Or Thursday at 4:00 p.m.?

   or

   (Referral) Why don't you give me their name and number. I’ll call them. If we work together, I’ll keep you informed of how it goes.
Eight Steps to Appointment

1. Get Their Contact Information

   Is this __________? May I confirm the spelling please __________? May I confirm your address?

2. Set Expectations Early and Don’t Wait Long to Start Using Trial Closes

   Hi, I’m _______________ from Keller Williams Realty. I’d like a few minutes of your time to cover some important points for anyone considering listing their home for sale. If what I say makes sense to you, and your questions are answered, let’s consider an appointment—so we can get to know one another and I can see your property. How does that sound?

3. Probe for All Important Motivation and Trial Close Again

   Where are you planning to live next? When do you plan to move there?

   If I show you how I can get your home sold in the next thirty days, would you make an appointment with me?

4. Continue Probing for Motivation

   What will you do if your home does not sell in the time you need it to?

   What price do you have in mind?

   Tell me, is there a price that you will not go below?
5. **Check to See if They’re Considering Being a FSBO**

   Are you considering selling your home yourself, without an agent?

6. **Are They Planning to Meet with More Than One Agent?**

   By the way, do you have plans to meet with more than one agent?

   Have you had any of those appointments yet?

   Who is coming, and when will their appointments be?

   You are entitled to get competitive views. Would you be willing to let me have the last appointment so you can compare what I have to say with the other agents’ points? You would? Then would you also commit to not make a decision until I’ve had a chance to meet with you?

7. **Are They Motivated Enough to Consider Offering Seller Incentives?**

   Do you have the means to help a buyer with their financing, through a rate buydown for example, or do you need all your cash out of this sale? Might you consider a request to pay a buyer’s closing costs, or offer to do so up front?

8. **Closing, Including Alternative Appointment Times and Dates**

   I can’t be certain yet that I can help you with your sale, but I have a solid track record with sellers and I think our conversation means an appointment would help you decide what to do. Does an appointment make sense to you? I have some time available tomorrow at 4:00 p.m. or the next day at 5:00 p.m. Which time is better?
Hi, I’m _______________ from Keller Williams Realty. I’d like a few minutes of your time to cover some important points for anyone considering listing their home for sale. If what I say makes sense to you, and your questions are answered, let’s consider an appointment—so we can get to know one another and I can see your property. How does that sound?

Let’s set an appointment to meet so we can find out exactly what you want. This appointment should last thirty minutes to an hour. We’ll go through the home-selling process and talk about your expectations and your goals.

I can’t be certain yet that I can help you with your sale, but I have a solid track record with sellers and I think our conversation means an appointment would help you decide what to do. Does an appointment make sense to you? I have some time available tomorrow at 4:00 p.m. or the next day at 5:00 p.m. Which time is better?
I’ve closed ____ sales in the time your home has been on the market. I’d like to meet with you and show you how I can get your home sold too—by giving it more exposure, while also saving you time and money. Does that sound like it might be a good use of your time?

_or_

I know you are selling privately, but do you have any buyers? We’re always working with buyers. We’ve closed ___ in the last thirty days and we’re always working with serious buyers. I’d love to have a chance to meet and show you how we’ve done that.

_or_

Have you been doing open houses? How has that been working? I can help you with those kinds of problems.

Meeting at your open house might not be the best time. We could be interrupted. Why don’t we pick another time? How about Saturday at ___ or Sunday at ___?

Expired Listing

Do you still need to sell? Where are you moving to, and when do you need to get there? Why do you think your property did not sell? Right now, we’re selling ____ properties a month. Let me show you what’s happening right now with my sellers. I promise I won’t waste your time if you think I can’t get the job done.

Seller Predisposed to List

Sounds like you have a plan to sell. Why don’t we make a date tomorrow at 4:00 p.m. to sit down and talk.
I can show you the figures at the consultation.

Just out of curiosity, how much do you owe on your home?

Having gotten that figure,

How much equity did you want to pull from your home?

Hi! This is ______ from Keller Williams Realty. I see you’ve been looking at one of my listings at _________. What is prompting your interest? When will you be moving here?

Do you have a relocation package from your new employer? You know, __________ or __________ might be good neighborhoods to consider. How long a commute are you aiming to have?

We have a lot of listings in that area. Have you scheduled a time to come and see property? I’d like to start sending you listings that meet your needs. May I have your contact information? I already have your email address. Do you have a home to sell?

Let’s set a day and time for a follow-up phone interview. Would Wednesday at 4:00 p.m. or Friday at 6:00 p.m. be better?
Explain W in-W in Agreement

When we stop getting agreement, it means you're not sure you want to go into business with me, or I'm not sure I want to go into business with you. If we get to that point, we should be clear and resolve it right away, because there may be no point in continuing. I want to respect both your time and my time. Otherwise, there is no point in me going on and there's no point in me coming to your house.
Situation-Specific Closes

1. **Save Money**

   If spending twenty minutes with me now could save you time and thousands of dollars later, would that be of value to you?

2. **Be the Market Expert**

   I feel you can make a great decision on what to do. My job is to arm you with the facts, data, and insights you need to make your own decision. If I can do that with you in no more than twenty minutes, would a meeting with me make sense for you?

3. **Most Money, Least Hassle**

   If I commit to show you how you can sell your home in the fastest amount of time, for the most money and the least stress and hassle for you, would you agree that meeting with me would make sense?

4. **Appeal to Reason**

   If what I say in our conversation makes sense to you, will you meet to list your property with me?

5. **I Have Buyers**

   I’m always working with buyers. If I show you that I can get your home sold in the next sixty days, would you make an appointment to meet with me?

6. **I Sell Homes and I Can Sell Yours**

   We sold six properties in the amount of time your home has been on the market. I’d love to share with you how we’ve done that.
1. **The Hard Close**
   
   Let’s meet!

2. **The Soft Close**
   
   I’ve really enjoyed visiting with you. Would you like to get together and discuss further?

3. **The Direct Close**
   
   Can we meet today?

4. **The Indirect Close**
   
   Would it be okay if I got you some information to look over and then we can meet to discuss it?

5. **The Trial Close**
   
   Have we gone over enough today that a meeting would be our next step?

6. **The Assumptive Close**
   
   It sounds like we should meet. I am available most times this week, so what works best for you?

7. **The Negative-Positive Close**
   
   Would you be offended if I asked if we could meet to go over this?

8. **The Take-Back Close**

   I’ve really enjoyed visiting with you. To be honest, I’m not sure if I can help or not, but I’d be honored if we could meet to find out.
9. The Tie-Down Close

   Wouldn't it make sense for us to meet in the next day or so?

10. The Alternative Choice Close

   What works better for you? Meeting today, sometime this afternoon, or tomorrow morning?
Confirm the Appointment

This is _____ with Keller Williams Realty. Did I catch you at a bad time? Will you both be able to be there for our meeting at _____? Will you both be able to fill out the paperwork I sent? I’d like to confirm your address. Are there any new questions that I can answer when I see you? If I am able to answer them, do you think you’ll be ready to list with me?

Mindset Before Appointment

This listing is mine, if I want it.

These sellers are making a mistake if they select anyone but me to represent them—I’m the best.

I’m a lean, mean listing machine.
Enter and Tour

Front Door Greeting

Thank you for inviting me here to apply for the job of getting your home sold.

Warm up Before Presenting

Hey, how are you doing? Nice evening tonight. I love this neighborhood, I love the people here. I’m just thrilled you considered me. Let me ask you a question. Did you get my prelisting package? You did? Did you get a chance to go through it thoroughly? And did you do your homework? Wonderful. Let me ask you this. Did you have any questions? Was there anything that troubled you or concerned you? No, nothing? Great. Where would you like to sit down and go over the paperwork?

Begin the Conversation

It’s About You

Mr./Ms. Seller, I want you to know that this meeting is about you and what is important to you. Is that okay with you?

What Would Make a Great Meeting

On a scale of 1–10, with 10 being great, what would make our meeting a 10 for you? What things about our meeting are 9s and 10s in importance to you?

Manage Outcome Expectations

One of three things will happen—you’ll decide to list with me today, you’ll decide not to list with me, or I will decide I am unable to take your listing.
How I Work

My Job Is to Educate

I believe you’re going to make a good decision when you have all the facts. My job is to give you all the best and latest data about our market—so you’ll feel good later about your decision. Is that a fair statement?

Real Estate Consultant

A consultant is someone who really takes the time to understand your wants and needs and places them ahead of everything else. A consultant recommends solutions that satisfy or exceed your expectations. They also make sure they educate you and provide the information you need to make sound business decisions. A consultant is also someone who will always tell you what you need to hear—even when it may not be what you want to hear. Why? Because what they have to say could make a difference in selling your home more quickly for the best possible price.

or

A consultant is someone in a special relationship of trust, confidence, or responsibility to others. A consultant takes the time to understand your wants and needs, and then recommends solutions that satisfy or exceed your wants and needs. A consultant also educates you so that you can make sound business decisions. Keller Williams Realty trains its associates to behave as consultants and fiduciaries. This means that I will tell you what you need to hear, which may not be what you want to hear. However, it could make a difference in selling your home more quickly, for the price you want.
What I Do For You

Mr./Ms. Seller, before I show you where buyers come from according to National Association of Realtors statistics, I want to be sure you understand that I am not like every other Realtor. Many agents will list your home and do what I call the “3 Ps” of real estate. They will: Place your home in MLS. Place a sign in your yard. Pray someone else will sell it.

I do the fourth and fifth Ps: Prospect for buyers every day. And, price watch.

This means, as the market shifts, I will be interpreting the market and giving you feedback on what is happening. You do want me to keep in touch and give you feedback, don’t you?
How I Keep in Touch

I was glad to see that you listed communication as one of your major concerns. You may not know this, but 85 percent of all complaints that get directed to our professional organization, the National Association of Realtors, are about the fact that clients never heard from their agent. It’s a pretty big number, isn’t it? So I strive to differentiate myself from that kind of agent. The reason I’ve had such a speedy rise in the real estate industry is that I communicate with you at every level: email, voicemail, and fax, whatever you prefer. We’ll use whichever methods are best for you to communicate with you three times every week. At minimum. Okay? In addition, after every open house, you’re going to get feedback from me the very next morning so that you know exactly what happened at the open house. We’ve got a feedback system that gathers agent and buyer responses from showings, too. And you’ll have direct access to me through my cell phone. If a question comes up at any time, feel free to call me; if I’m meeting with a client at the time, I’ll call you back immediately after the appointment. If you prefer email, send your questions to me at _____ electronically, and I’ll get back to them the same day if it’s during business hours or the next morning if it’s after hours.
Any success I have had in this business is all attributable to my communication—more than anything else, it sets me apart. I’m very sensitive to this issue. Did you know that 85 percent of all complaints about agents filed with our national professional organization are from customers who say they never heard from their agent after agreeing to work with them? My approach is to communicate with you in the way you prefer—fax, phone, email. And we will do it with regular frequency—so you know when you will hear from me. Of course, you can contact me with a question anytime!

**eMarketing**

Since the Internet is such an important component of marketing, let’s go over how I market on the Internet. A study by Realtor.com shows that buyers are 299 percent more likely to click on the details of a listing if there are six or more images of the property. Our listings have an average of ____ photos for each property, and we stage the home first and contract with a professional photographer to make sure that those pictures show your home to its best advantage. We also upload a virtual tour with every home we market, which is a feature that gives a circular tour of the best rooms in your house—it’s a strong attraction for buyers.

**Service Commitment**

We guarantee you any call you make to us as a listing client will be answered by the third ring, from 9:00 a.m. to 9:00 p.m. Is that the kind of responsiveness you’d like from an agent listing your home?
How I Work (continued)

Handle Tough Information

As a fiduciary and consultant, I have to ask you: on a scale of 1–10, with 10 being brutally honest and 1 being “say nothing,” how would you like me to handle it if I have information that you may not want to hear?

Uncover Needs

Prequalifying During the Tour

Before we sit down, do you mind if we do a tour of the house—a really thorough tour? I want you to tell me everything.

Where will you be moving to?

Why to that location?

How will that change be important to you? How will that make you feel when it’s done?

Is there a time when you absolutely need to be there?

What will happen if you don’t get there by then?

How much equity do you have in the home?

Are you current with your payments?

What price do you have in mind?

Is there a price below which you simply cannot go?

In thinking about that price, do you understand what your approximate costs to close the sale will be, and what your net proceeds might be?
Probing Motivation

*Mr. /Ms. Seller*, I have several goals for our meeting today. First, we are going to review your motivation to sell this home. Then, we are going to agree on price and terms that will get the job done. Then, I will answer any questions that you may have. Last, we will decide at this meeting if we are a good match. Is that okay?

To begin, I have three critical questions for you:

One, do you really have to sell your home?

Then, based on today’s market, are you willing to price your home to sell?

Thirdly, do you want me to sell it for you? If we can do this, are you ready to list with me today? What would it take to get your business today?

Probing What Is Important to Seller

How would that make you feel?

What’s important to you about that?

How would that make your family feel?

Would that ultimately give you the goal that you want?
Uncover Needs (continued)

Identifying Concerns

This blank yellow pad is now yours, and what I’m going to do is I’m only going to write down things you tell me to write down. I’m going to ask you for every want, need, anxiety, or concern that you have about the selling process from start to finish. Everything that has caused you anxiety, whether you’ve done it before or never, it’s a new market, a new time; let’s talk about everything that comes to your mind, every worry you might have about what could happen, what you’re hoping will happen, everything. Are you okay with that?

Explain Marketing to Sellers

Agents Sell Homes

The Internet is a good tool for buyers to get acquainted with neighborhoods and to scan examples of properties. In fact, 85 percent of all buyers start their search on the Internet. But industry statistics consistently show buyers work with agents to make their purchases. Thirty-five percent end up finding the home they buy directly through their agent, and another 24 percent find the home they buy on the Internet, but use an agent to complete the purchase. Sellers need agents who know a lot of other good agents, and who know how to use all the tools available to get exposure—like the ones we talked about in my marketing plan.
The Value Keller Williams Realty Brings

I’ve shown you how agents sell homes. But there’s more. My Market Center sold ____ homes in the last ____ months. I am part of a great team. Keller Williams Realty is a family that cooperates beautifully together. We have the best training and education in the industry, and we also have a profit sharing program that motivates agents to help one another do business whenever they can. Our internal listing system also gives national and global exposure to our listings through a network of Internet sites. The list of benefits of working with me is long. I’d be happy to share more if you like.

How Buyers Find Homes

You mentioned being concerned about advertising. That’s one of the most common concerns for sellers. It’s also one of the most misunderstood, and I’ll tell you why. Sellers love to see their homes in magazines. They love to see their home on the front cover of the newspaper. But our professional organization, the National Association of Realtors, has researched advertising for many years, and the results are consistent. Only a tiny fraction of home buyers find their home through newspapers or magazines. In fact, this number has been decreasing slightly since 1997. On the other hand, 35 percent of buyers find their home through their real estate agent. Another 24 percent find their home through the Internet, while 85 percent of all buyers begin their home search on the Internet. So although advertising in newspapers does benefit me by giving me more exposure to the market, it isn’t a very good use of your advertising dollars. So we put most of our efforts into getting you exposure on the Internet and marketing to other agents.
How Buyers Buy

Please notice that only 1 percent of buyers buy a home they saw at open house. Now, as we do open houses, we attract buyers for other homes. So if I am holding another home open, I may find a buyer for yours.

Three percent bought traditionally advertised property, which means ads in home magazines and newspapers are almost worthless. With the Internet providing more than 18 percent of buyers, a strong Internet presence is important to selling your home, wouldn’t you say? That’s why I will list your home on more than thirty websites including kw.com, competitors’ sites, realtor.com, Homes.com, yahoo.com, aol.com, and many others.

Have you looked for a home on the Internet? So do a lot of other people.

Twenty percent bought from a for sale sign they saw as they drove by, so we definitely want to get that sign up immediately and not miss a potential buyer. And 49 percent bought from a salesperson contact. And since you already know I call and contact potential buyers daily, you have a 40 percent better chance of selling with me than you do with other agents who don’t make that effort. Does that make sense to you?
Explain Marketing to Sellers (continued)

Seller Wants Open House

We will do open houses if you think it is important. There are many agents in my office always looking to put themselves at my listings for open house. Do you know why? Because it’s the best way to meet prospective buyers—and rarely do those buyers buy a house they visit at open house. It only happens about 1 percent of the time. Personally, I think you would be better served if I spend my energy networking with other agents, monitoring web interest in your home, and spreading the word among neighbors and among target buyer prospects. Does that make sense?

or

I assume that when you hire me to sell your home, that’s what you are hiring me to do, not to use your home as a prospecting tool to generate other business, right? Agents sell homes, so one of my key goals is to make sure I market your house effectively to all the agents out there in the marketplace. We need to get information on your house to them, because they all potentially have a buyer for your house. If you want me to spend two hours every week holding an open house at your property, I’ll be happy to do it, so I can generate more buyers. But quite frankly, it is not going to get your house sold.
Handle Pricing Questions

Seller Wants Price Before Signing

*Mr./Ms. Seller*, I have no problem giving you the number. I'm happy you asked. It's not a problem at all. You don't have to hire me and it won't bother me if you don't. People ask me my opinion of value all the time—people who don't hire me. I'm okay with that. I'll give you all my information and I can get done faster and go home, be with my family, and you'll get the information you want and you can go on and hire your other agent. My hope is if it doesn't work out, you'll consider me helpful and truthful and honest and direct and you'll hire me.
Price

It's important to see the CMA from the buyer's perspective. When they look at your home, they want the maximum value for their money. If another property offers what they feel are the same advantages like location, square footage, floor plan, and features for less money, they will buy that one. Your home needs to be positioned as one of the—if not the one and only—best values on the market. My job is to help you determine a range of value that will allow you to sell your home in the time frame you require. And, we must remember, maximum visibility happens in the first couple of weeks and offers come in the first 4–6 weeks at most. We have to be priced right at the start! The best way to get the most money possible is to get a contract in the first thirty days.

and/or

Real estate markets operate on supply and demand, like most other markets. Our market has _____ more listings than it did a month ago, and in the same time _____ fewer homes have sold. Would you say supply is up and demand is down? What does that tell us about what we need to do in pricing your home?

and/or

Price sells, in every marketplace and in every circumstance. For the lion's share of buyers, it's all about the money—as it is for you. In strong markets, sellers want to take maximum advantage, and often can. In weaker markets, their attitude does not change that much. But buyers recognize the opportunity, and motivated sellers in a declining market always need to price **ahead of** today's market price.
How Buyers Determine Value

Are you aware of how buyers determine value?

It’s much like buying anything. Let’s say it’s a computer. You go to one store, and the computer you want is $2,500. Like most buyers, you want to save money, so you go on to another store where you see the same computer for $2,500—but this one has speakers and a built-in CD burner. Which one will you buy?

Right, because it gives you more for the same price. More features and benefits. Now, let’s say you didn’t really care about the speakers and CD burner. If you went back to the first store, you would expect them to lower their price, wouldn’t you?

We know most buyers will be choosing the same way you did, don’t we?

In this market, they may view twelve or fifteen homes in person, or online, before deciding to buy. They compare homes much like you just compared computers. Your home is competing against many homes at any given time. The buyers walk through home after home. They look for the one that offers the most features and benefits for the least amount of money. Does that make sense?

So motivated buyers will choose just the way you do, won’t they?

They want more features for the same price, or a lower price for the same features. That’s how we define value, right?
Handle Pricing Questions (continued)

So, based on these comparable homes, this one priced at _____ and this one priced at_____, how do you think we should price your home so it is positioned on the market to outperform all of the other properties now for sale?

Stock Price Metaphor

If you bought a stock five years ago for $50 and it went up to $100 in two years, and recently it had gone to $75, if you wanted to sell today, what could you get for it?

Just like the stock market, we agents don’t make the market. We interpret it, and this market is telling us that we need to price it at ___________. That is today’s market price. So let’s do the right thing and price your home to sell, not just list your house for sale like everyone else’s. That way we can get it sold. Is that okay?

Timing Motivation

Do you absolutely need to be in _____ by _____? Honestly, in this market that price will not get the job done. What is it that makes you think this home is worth ____________? I agree there was a time when you could have gotten that price, but if we deal with the reality of today’s market, the right price is ____________. I’m curious what will happen if your home goes on the market and is still not sold in ninety days, and the price has declined to ____________. That is why we need to price right, so I can go out and find a serious, qualified buyer and get it sold. Okay?
Handle Pricing Questions (continued)

Neighbor Sold for More

You may have noticed their property did not show up in our market analysis for you. That’s because their home is in a different size category or has different features than yours does. How much did they say they sold for? People do tend to brag. They don’t want you to necessarily know the real final sale price. It’s also a different market now than it was six months ago. We need to be in today’s market, priced right for it.

Price Agreement Close

Now that we have the right price, would you share what you want listed as top features of your home on the property listing and brochure, so I can get started looking for a buyer for you?

So all we need to do now is sign the contract, so we can get you to _____ by______. Won’t that be great?
Other Issues

Term of Listing Agreement

We have an easy exit agreement that says you can fire me at any time, with forty-eight hours written notice. There really isn’t any risk to you at all.

or

It takes homes an average of ___ days to sell in this market, so doesn’t it seem reasonable that I should have that amount of time at least to get your home sold?

Time on Market

You mentioned that you were concerned about timing—you need to get your home sold by August. One of the factors that determines timing is the average number of days on market. Currently, the average number of days on market in our area is ____ days. My homes only take ____ days to sell, on average.

Staging/Repairs

It’s always a good idea to depersonalize your home as much as possible so that buyers can imagine themselves in here. Once you decide to list with me, we’ll set up a staging appointment, and I’ll show you how to achieve this.

or

Traffic needs to flow well and the home needs to be light, open, and spacious. We also need to depersonalize so buyers can see themselves in your home—the way they would like it, not necessarily the way you like it.
Next to price, the thing that sells real estate more than anything is condition (*show In and Out of the Market chart to illustrate*). I recommend some degree of staging to all my listing customers. Sometimes it is more about making certain key repairs to be sure the property presents well. Doing key repairs now puts you ahead of the game, as opposed to waiting until a buyer calls them to your attention, and demands more discount for them than the repairs are worth. In fact, my best recommendation is to do an independent inspection now, and take action based on it before we go on the market!

I have a contract for secure storage space that you can use once you list with me—so that we can open up this room a bit and let the buyers see how spacious it is.
Competing Agents

You owe it to yourself to have competitive bids from other agents. Can we reschedule my appointment so I am the last appointment, so you can hear all the arguments before you evaluate me? Would you be willing to commit to not sign with someone else until I have the opportunity to visit with you?

If another agent offers a low commission, will you sign with them or wait first to meet with me?

or

Have the agents you’ve met shown you their business plan—how they operate, plan, budget, and support their business; how they get things done for their clients? I’d be happy to share my business plan with you.

or

Can we reschedule my appointment to be last? You are entitled to hear competitive presentations, and I am confident that if you let me come in last, you’ll get the most complete picture. I only ask you to commit to not deciding until I’ve had my chance with you.
Other Agents (continued)

Questions Sellers Can Ask Other Agents

Mr./Ms. Seller, if you plan on interviewing other agents, I recommend you ask them these questions:

What is the average number of days your listings take to sell these days?

Will you service our listing personally or will we be working with your assistants?

How many other clients are you currently serving?

Can I have your direct cell number or will I be talking with your assistants?

How quickly do you respond to phone calls?

Are you a full-time or part-time agent?

Will you personally attend the closing?

No, I have given my word to ______ to meet them, and I am going to keep my word. If I like what you have to say better than what they say, then I'll call you back.

Seller Has Friend in Business

Let’s say you had a friend who is a GP doctor and you needed brain surgery. He said he'd been trained in surgery in medical school. Would you rather have him, or a specialist surgeon who does 200–300 brain surgeries a year do it for you?
**Closes**

**Trial Closes**

How are we doing?

Does that make sense to you?

Would that be something you want?

Would that be preferable to you?

Can you see yourself doing that?

Does that seem like it would be a good outcome?

**Assumptive Closes**

I’d like you to hide as many personal items and knick-knacks as possible while we’re showing the house.

*or*

We’ll do a fourteen-point marketing campaign to sell your home. These are the first steps we’ll be taking.

*or*

We’ll get you the most amount of money for the least amount of hassle in the shortest amount of time.

**Tie-Downs**

Can’t you?

Don’t you?

Isn’t it?

Wouldn’t it?
Three-Phase Listing Script

Phase 1

*Mr./Ms. Seller,* I have several goals for our meeting today. First, we are going to review your motivation to sell this home. Then, we are going to agree on price and terms that will get the job done. Then, I will answer any questions that you may have. Last, we will decide at this meeting if we are a good match. Is that okay?

To begin, I have three critical questions for you:

1. Do you really have to sell your home?
2. Based on today’s market, are you willing to price your home to sell?
3. Do you want me to sell it for you?

*Mr./Ms. Seller,* you said you wanted to move to ______, am I right? Fantastic, and you need to be there by ______, right? Terrific, so what’s important to you about moving to ______ by ______? So, ultimately, if you’re in ______ by ______, you’ve found a great home and you’re all settled, what will that do for you? You thought your home should sell for $___________, is that correct?

*If they name the right price and say they are willing to list with you, then ask:*

Since we agree on price, what other questions do you have?

*If none, do a net sheet for them, get agreement on their bottom line, sign the contracts, and leave! If they are not at the right price, or they are not convinced you are the right agent, continue to Phase 2:*
Phase 2

Let’s start by looking at what’s happening in the marketplace today.

*Present your CMA including any graphs, absorption rates, affordability index (as appropriate), and any other market stats that reinforce your case.*

Now that we have reviewed the competition, where do you think your home would have to be priced to sell right now?

*If they give the right answer.*

Great, I agree that’s the right price. I think we will work well together. What other questions do you have? None? Great, let’s get the paperwork done and I will go find you your buyer!

*If they are still not at the right price, go to Phase 3, discuss value with them, and keep asking questions and answering objections.*
Phase 3

Are you aware of how buyers determine value? It's much like buying anything. Let's say it's a computer. You go to one store and the computer you want is $2,500. Like most buyers, you want to save money, so you go on to another store where you see the same computer for $2,500, but this one has speakers and a built-in CD burner. Which one will you buy? Right, because it gives you more for the same price. More features and benefits. Now, let's say you didn't really care about the speakers and CD burner. If you went back to the first store, you would expect them to lower their price, wouldn't you? We know most buyers will be choosing the same way, don't we? In this market, they may view twelve or fifteen homes in person, or online, before deciding to buy. They compare homes much like you just compared computers. Your home is competing against many homes at any given time. The buyers walk through home after home. They look for the one that offers the most features and benefits for the least amount of money. Does that make sense? So motivated buyers will choose just the way you do, won't they? They want more features for the same price, or a lower price for the same features. That's how we define value, right? So, based on these comparable homes, this one priced at _____ and this one priced at_____, how do you think we should price your home so it is positioned on the market to outperform all of the other properties now for sale?

*If they are still too high, continue with Phase 3.*
If they give the right answer:

Great, I agree that’s the right price. I think we will work well together. What other questions do you have? None? Great, let’s complete the paperwork so I can go find you a buyer!

If they are unrealistic and want to get back what they paid for the home or what they owe on the home:

If you bought a stock five years ago for $50 and it went up to $100 in two years, and recently it had gone to $75, if you wanted to sell today, what could you get for it? Just like the stock market, we agents don’t make the market. We interpret it and this market is telling us that we need to price it at _______. That is today’s market price. So let’s do the right thing and price your home to sell, not just list your house for sale like everyone else’s. That way we can get it sold. Is that okay?

If objections continue ...

Do you absolutely need to be in _____ by _____? Honestly, in this market that price will not get the job done. What is it that makes you think this home is worth ________? I agree there was a time when you could have gotten that price, but if we deal with the reality of today’s market, the right price is __________. I’m curious, what will happen if your home goes on the market and is still not sold in ninety days, and the price has declined to __________? That is why we need to price right, so I can go out and find a serious, qualified buyer and get it sold. Okay?
If there are marketing objections:

Mr./Ms. Seller, before I show you where buyers come from according to NAR statistics, I want to be sure you understand that I am not like every other Realtor. Many agents will list your home and do what I call the “Three Ps” of real estate. They will:

- Place your home in MLS.
- Place a sign in your yard.
- Pray someone else will sell it.

I will do that, plus:

- Prospect for buyers every day.
- Price watch.

This means, as the market shifts, I will be interpreting the market and giving you feedback on what is happening. You do want me to keep in touch and give you feedback, don’t you? Great. Please notice that only 1 percent of buyers buy a home they saw at open house. Now, as we do open houses, we attract buyers for other homes. So if I am holding another home open, I may find a buyer for yours.

Three percent of buyers bought traditionally advertised property, which means ads in home magazines and newspapers are almost worthless. With the Internet providing more than 18 percent of buyers, a strong Internet presence is important to selling your home, wouldn’t you say? That’s why I will list your home on over thirty websites including kw.com, competitors’ sites, realtor.com, homes.com, yahoo.com, aol.com, and many others. Have you looked for a home on the Internet? So do a lot of other people.
Twenty percent bought from a for sale sign they saw as they drove by, so we definitely want to get that sign up immediately and not miss a potential buyer. And 49 percent bought from a salesperson contact. And since you already know I call and contact potential buyers daily, you have a 40 percent better chance of selling with me than you do with other agents who don’t make that effort. Does that make sense to you? Now that we have the right price, would you share what you want listed as top features of your home on the property listing and brochure so I can get started looking for a buyer for you? So all we need to do now is sign the contract so we can get you to _____ by______.

Won’t that be great?

_Give them the contract to sign and place the pen on top of it._
Handling Objections

Object to Your Background

As for me, I’ve been fortunate all my life. For ___ years I was a __________ for __________, which gave me a broad background in dealing with people from all over, with a wide variety of problems. It gave me an ability to communicate that, frankly, I find rare today. That’s an important asset in my line of work, wouldn’t you agree?

Commission

How quickly did they lower their commission? If they were that quick to lower their price, what do you think they’ll do when it’s time to negotiate the sale price of your home?

or

When we decide to work together, I put my money at risk first. I agree to spend my money and know I will not get paid unless I get the job done for you.

or

Do you know how agents get paid? Let’s say we have six dollar bills here. I use three of them to pay any agent who brings us a buyer. Of the remaining three, one goes to my broker, one goes to marketing your property to agents and buyers, and the last one goes to my family. Which dollar would you like to see eliminated?
You’re ready to hire me, except for this commission question, is that right? I charge 7 percent, and you said other agents have offered to list your home for 4 percent. Let me ask, what happens if you aren’t able to get to ______ by ______? A lower commission can prevent you from achieving your goal. A lot of the homes that are your competition today are listed with discount brokers. You noticed in our CMA how long it’s taking them to sell. Are you willing to wait one hundred days or more? Let’s sign the agreement so I can get to work for you.

I know you are seeking top dollar for your home, correct? A discounted commission will mean you’ll end up leaving money on the table. Do you know where an agent’s commission goes? One third goes to expenses, one third to taxes, and the last third is the agent’s incentive to do a good job for you. So basically I’m saying that a discount broker will end up getting you a discounted check at closing. That’s not what you want, is it?

I understand how you feel, and most sellers want to net the most money possible. I’ll tell you what, why don’t we get together, get clear on your hopes and goals, and put a plan in place to get them accomplished. Then, at the end of the meeting, I’ll ask you what YOU feel our services are worth. Would that be okay? If we agree, we’ll get that plan launched right away. If we disagree, we’ll discuss it and the worst thing that can happen is that you might get a few more ideas that will help you net more money faster. Will that work for you?
Sellers Want to Price High to Leave Room for Negotiation

If we go too high, we will miss people looking in your market price range. Also, your home will be competing with others priced above it that are larger or offer more features.

Sellers Don’t Want to Stage

Just imagine, as we walk through your home, that there will typically be three people looking at it at one time: the real estate agent and typically a husband and wife. So we need to make sure the traffic flows well, and that they don’t feel cramped. It needs to feel airy, light, and spacious. We’ll also need to take out some of your personality, for no other reason than we want them to be able to put their personality in the house.

You only have control of two things in this transaction. One is price and one is condition. You don’t have control over how many buyers are in the market, what the interest rates are, or how many homes are on the market. (Show In and Out of Market chart to illustrate) If we are going to be in the top 20 percent of homes that sell, then we need to be in the bottom 20 percent of price and the top 20 percent of condition. If you don’t want to get your house into the top 20 percent of condition compared to other houses, then we will have to adjust the price because that is the only variable you have to compensate for lack of condition.
Media Coverage

“I believe you’re going to make a good decision when you have all the facts. My job is to give you all the best and latest data about our market—so you’ll feel good later about your decision. Is that a fair statement?”

Sellers Don’t Want to Commit

If you’re not real sure right now, there’s no obligation. I’ll come out and I’ll spend some time with you. And it’s really just a time for you to interact with me and me to interact with you, and make sure we’re on the same page. And then if we decide we want to do something more, we’ll be there to make, you know, further arrangements.
Not Countering a Solid Offer

If you were going to go to Vegas, would you place a $250,000 bet in hopes of gaining an extra $5,000? Or would you just walk on past the gambling casino? Because that’s what you’re talking about. You’re talking about losing $250,000 on the spin of a wheel that they’ll say yes. Now I’m not trying to work for the buyer; I work for you. And my job is to tell you the truth. That is what you want, isn’t it?

About Buyers’ Offers

Let’s think for a second. You’re looking to buy a house right now—are you going to offer full price? You’re going to do the same thing the buyers did because you want to see what you can get.

Probing Other Agent Regarding Offer

I have really pushed on the price, and I am concerned my client is going to have a hard time with this offer. Can you tell me what you are looking at that justifies $10,000 below what we already believe is a great value?

or

Wow, you did a great job writing this contract, and I really appreciate the time you took to show the house. But it looks like it’s based on the preapproval, and given the offer, it seems like they really can’t afford this house or area. I do have another house listed on 123 Main Street and it’s priced at $269,900—maybe you should show them that.
Recognizing that you have submitted an offer that is $50,000 off our asking price, let's see if we can find some common ground to try and make this thing work. Are you okay with that?

When Negotiations Break Down

*Note: This script only works if this condition is written into the contract as part of your counter to the buyer’s offer.*

Listen, my guy wants to sell, your guy wants to buy a home. They’re interested enough that they made the offer. You and I can make this work. Regardless of what they think, your guy wants to buy and my guy wants to sell it. You and I can do this.

*or*

This sale will not be subject to a home appraisal, so long as the house appraises no less than the asking price. If we advertised the house at $500,000, and the winning bid was $530,000, it only has to appraise for $500,000 for the contract to be binding. We are thrilled and happy you bid the house up and we are happy to sell you the house for $530,000, but it may or may not appraise for $530,000. If it does not, you can't just back out of the deal. You may have to bring some extra money to the table.
Notes