



THE **PROVEN** PATH

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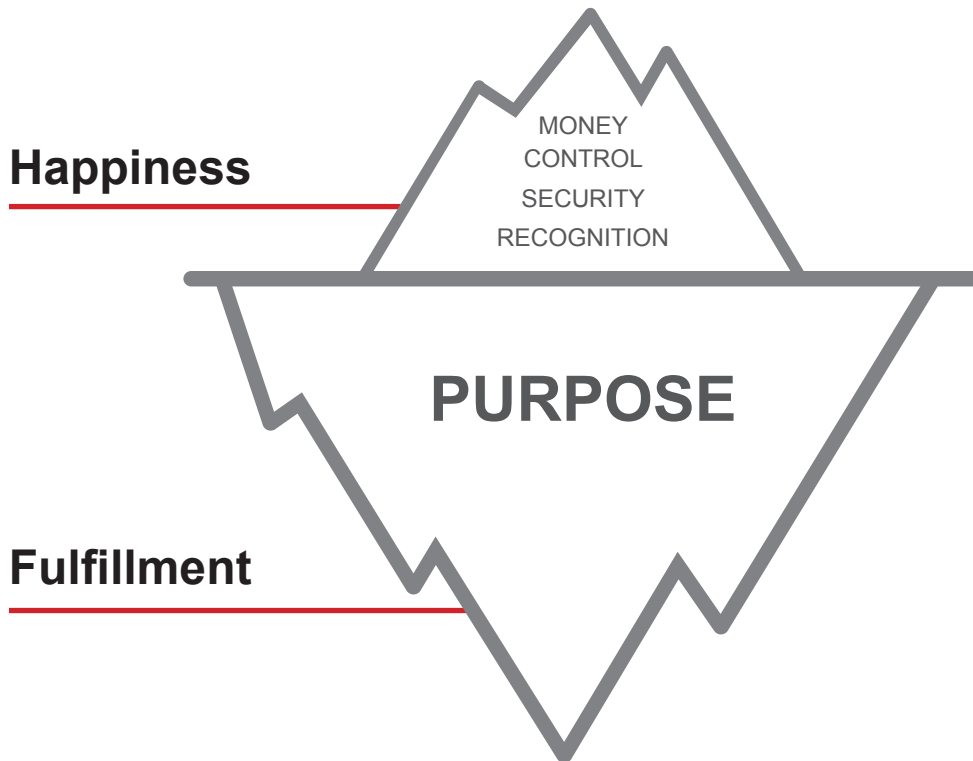
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Why are **you** here?

HAPPINESS VS FULFILLMENT



The _____ of _____, not the _____ of _____.

YOUR MISSION

Company mission:

Transform lives through homeownership **everywhere**

Your mission

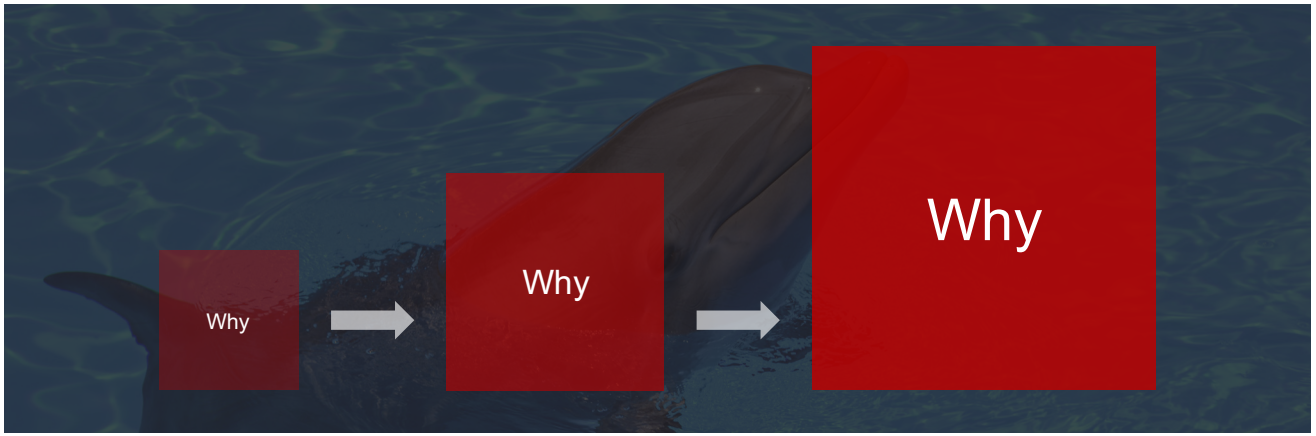
YOUR MISSION

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Transform lives through homeownership everywhere

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**Your _____
grows as you do.**



CORE BELIEF #1

**A big enough WHY will pull
you through any what and how**

YOUR MISSION

What makes me feel happy and alive?

What am I good at?

What is one value I want to live by?

What legacy do I intend to leave?

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NOT

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RELATIONSHIPS

Value definition: How you choose to _____,
and how you evaluate _____.

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YOUR CAREER VALUES

Acceptance	Freedom	Peace
Achievement	Friendship	Play
Adventure	Fun	Pleasure
Charity	Generosity	Positive Attitude
Compassion	Happiness	Power
Connection	Harmony	Recognition
Contentment	Helping People	Relationships
Contribution	Honesty	Relaxation
Creativity	Independence	Reliability
Development	Influence	Respect
Design	Inner Peace	Responsibility
Education	Innovation	Safety
Empathy	Inspiration	Security
Encouragement	Intelligence	Simplicity
Energy	Leadership	Spirituality
Environment	Learning	Stability
Ethics/Ethical	Love	Stimulation
Fairness	Nurturing	Strength
Fitness	Organization	Success

Your Top 5

1. _____
2. _____
3. _____
4. _____
5. _____

Faith in _____



Your Mission:

Your Vision:

Your Values:

Who are you chasing?

TIM'S STORY



I was broke, weighed 260 lbs, had no job, no mission, and was out of control.

Read and underline AHAs

I graduated from Texas A&M back in 2009 as a finance major, in one of the nation's worst economic downturns. I was broke, weighed 260 lbs, had no job, no mission, and was out of control. I decided to get into real estate, thinking maybe I would be a luxury or waterfront agent, until a family friend handed me a copy of the Millionaire Real Estate Agent. It shifted my whole mindset on building my business. I started taking a few courses in my market center, helping me get clear on my mission (at the time), and launching my "cold-calling career". For a while, I was getting discouraged, as I was hitting the phones every day but barely making any money. I had faith, stuck to the plan, and in my second year in the business, things really took off for me. Had I not had faith and stayed consistent with my lead generation, I would have never made it in real estate.

"Faith is the oil that takes the friction out of living."

To achieve anything meaningful in life, only the _____ will make it

Commitment: Doing what you said you were going to do long after the mood you said it in has left.

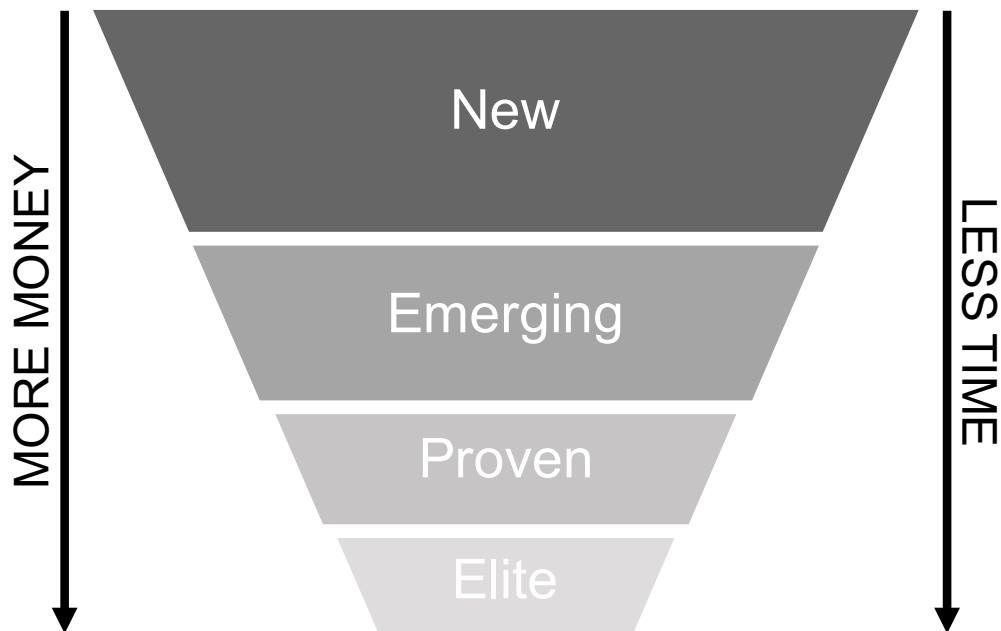


This is a marathon, not a sprint



Rewiring your brain

SUCCESS FUNNEL



“The purpose of following the model is to **make more money in less time over time**, which will empower you to achieve your life’s mission and vision.”

TIM HEYL

Money is good for _____.

THE MODEL

“Success leaves clues.”

TONY ROBBINS



_____ THE SYSTEM



_____ THE CHAOS



_____ YOUR PIPELINE



_____ LIKE A PRODUCER

**A model is
not a menu**

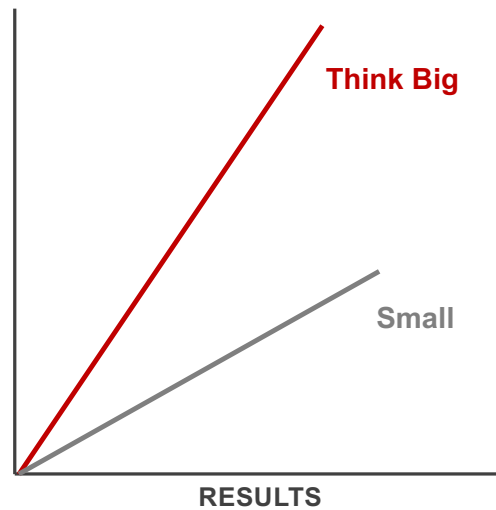
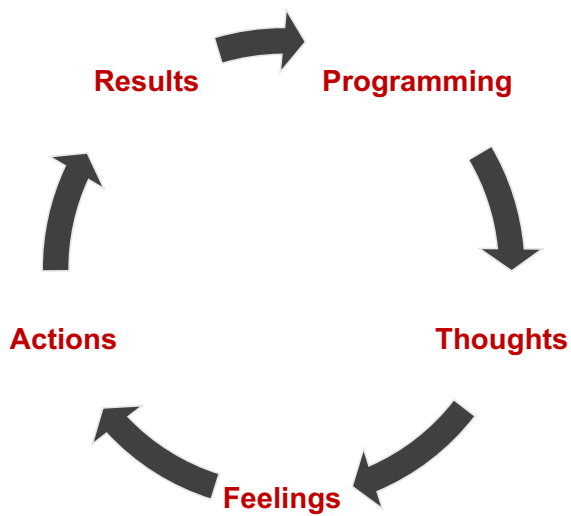
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NORMAN VINCENT PEALE

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THINK LIKE A PRODUCER

Mindset



“Am I playing not to lose, or am I playing to win?”

MATT PATULSKI

5

Think 5 core beliefs

6

Think 6 personal commitments

1

Think 1 habit at a time

THINK 5 CORE BELIEFS

1. A **big enough WHY** will pull you through any what and how

2. Fulfillment requires **delayed gratification** which requires faith

3. **Consistency** is the secret sauce to massive results

4. Life is a direct result of **who you surround yourself with** (top 5),
how you think (big vs small) and **the habits you form**

5. Lasting relationships are **founded on trust**

“In between calls, while I was waiting for an answer, my mind was wrapped on **the future of my company**. Those thoughts pulled me forward and got me to where I am today.”

TIM HEYL

“Success isn’t sexy, it’s boring.”

MATT PATULSKI

_____ is 80% of your success

YOUR TOP 5

Who are the top 5 adults that you spend your time with?

1. _____
2. _____
3. _____
4. _____
5. _____

_____ and _____ changes situations

THINK 6 PERSONAL COMMITMENTS

1. Be learning based

"The day I know everything is the day I stop growing."

2. Focus on your 20%

_____ of your results comes from _____ of your efforts.

3. Commit to mastery

It takes _____ hours to master one thing.

4. Move from Entrepreneurial to Purposeful

Examples of being entrepreneurial	Examples of being purposeful

An entrepreneur is a professional _____

5. Live the Accountability Cycle

VICTIM	VS	ACCOUNTABLE
Fights reality		Seeks reality
Blames others		Owens their results
Makes excuses		Finds solutions
Waits and hopes		Takes action

6. Remove all limiting beliefs

Examples: _____

Reframing: _____

My limiting belief: _____

Reframe: _____

"Change the way you look at things and the things you look at change."

Pareto Principle:

80% of your results come from 20% of your efforts

Accountability is first and foremost an “attitude and an approach” to your entire life. An accountable person says, “Everything in my life is a result of my choices and actions. I own my life.” Accountability is also a tool for continually changing the results in your life in those areas that matter most (your 20 percent). A person who is accountable in their 20 percent says, “I own my life, and in certain areas, I want to continually improve my results. I will be purposeful, and I will be learning based to continue improving.” For accountability to continually change your life, you must acknowledge that it must become a dynamic cycle, and not stay just a static concept. **Being in victim mode means you are focusing on things you usually have no control over. When you become accountable, you then are ready to focus on the things that are within your control.**

“The purpose of communication is the **response** that you get.”

MATT PATULSKI

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MATT PATULSKI

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WEAK FOUNDATION

Freedom: making your own schedule

Instant gratification

Focusing on all the wrong things

STRONG FOUNDATION

Freedom is earned and requires _____

There’s nothing wrong with seeking freedom, the problem is seeking freedom first.

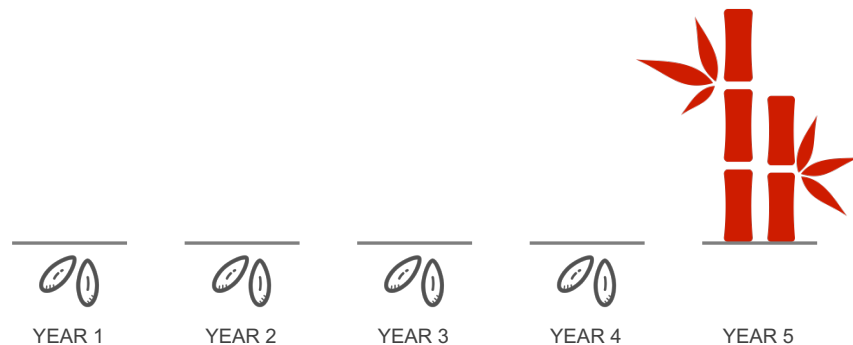
Consistency is delayed gratification

Consistency over time = RESULTS

Strong Foundation	Weak Foundation
Seeks freedom	Earns freedom
Embraces delayed gratification	Expects instant gratification
Consistency in things that matter most	Choosing to focus on wrong things

LAW OF THE BAMBOO TREE

Consistent lead generation brings consistent results



Like any plant, growth of the Chinese Bamboo Tree requires nurturing – water, fertile soil, sunshine. In its first year, we see no visible signs of activity. In the second year, again, no growth above the soil. The third, the fourth, still nothing. Our patience is tested and we begin to wonder if our efforts (caring, water, etc.) will ever be rewarded.

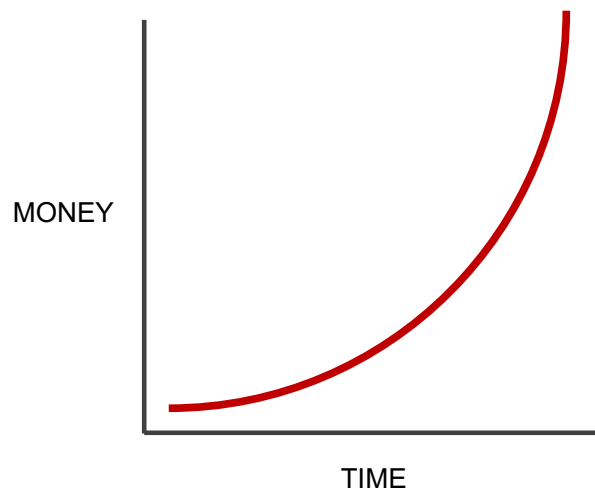
And finally in the fifth year – behold, a miracle! We experience growth. And what growth it is! The Chinese Bamboo Tree grows 80 feet in just six weeks!

But let's be serious, does the Chinese Bamboo Tree really grow 80 feet in six weeks? Did the Chinese Bamboo Tree lie dormant for four years only to grow exponentially in the fifth? Or, was the little tree growing underground, developing a root system strong enough to support its potential for outward growth in the fifth year and beyond? The answer is, of course, obvious. Had the tree not developed a strong unseen foundation it could not have sustained its life as it grew. The same principle is true for people. People, who patiently toil towards worthwhile dreams and goals, building strong character while overcoming adversity and challenge, grow the strong internal foundation to handle success, while get-rich- quickers and lottery winners usually are unable to sustain unearned sudden success.

“We overestimate what we can do in one year, and underestimate what we can do in five.”

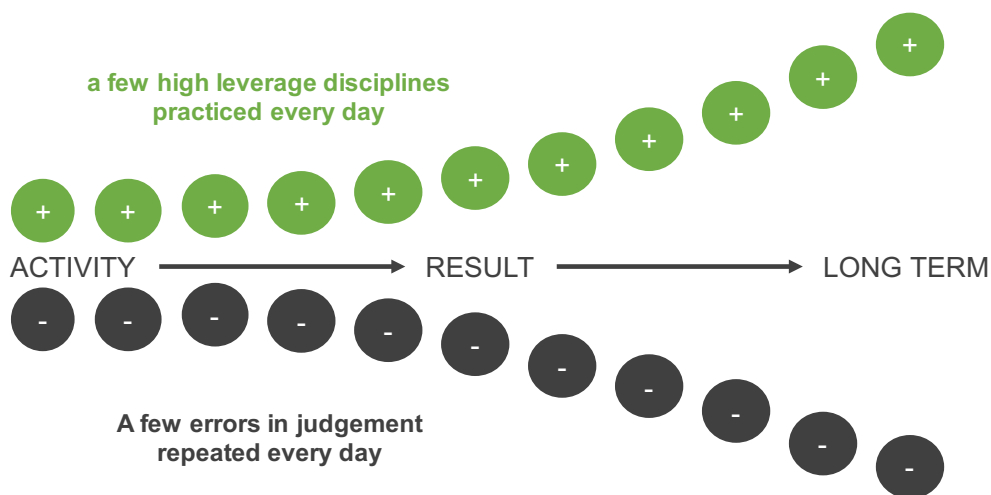
JIM ROME

COMPOUND INTEREST

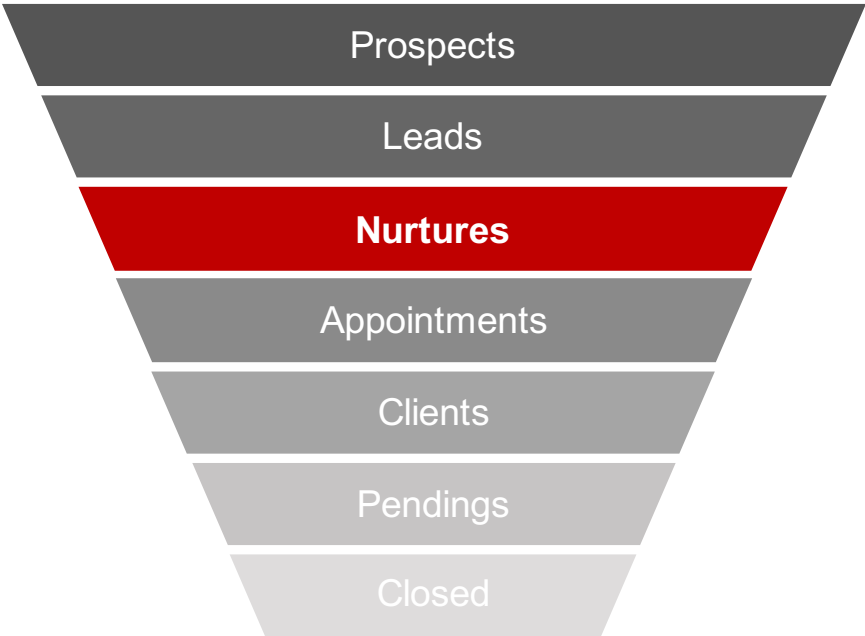


“Your pipeline is an investment account. It matures and builds value over time.”

COMPOUND EFFECT



YOUR PIPELINE



Make your _____
match your result

When I first started lead generating, I was trying to figure out what metric I could track daily that, if hit, would move my business forward. At first, I thought it was lead generating 4 hours a day, but at the end of the day, I didn't always feel like my day was a win. I changed my goal to 20 contacts a day, but even that wasn't moving the needle. I set my sights on setting 1 appointment a day, but found that focusing on that led me to set unqualified appointments, and I knew I was too far down the funnel. I finally realized that getting Nurtures was the most important thing that would keep my business going. By getting 5 Nurtures a day, I would have 1200 in a year, which would lead to 5000 qualified seller leads in 4 years. Even if I was the worst agent out there, I knew that many Nurtures would provide me with a massive business.

NURTURES ARE ...



Spoken to



and qualified

5 Criteria of a Nurture

1. “What has you thinking about a move?”

2. “When do you see yourself being ready to make the move?”

3. “I’m assuming you’re not already committed to another Realtor, correct?”

4. “When would be the best time to follow up?”

5. “I want to go ahead and send you my contact info so you can reach out whenever you want to. What’s the best email I can send that to?”

“When my qualification was sloppy, my follow up was demotivating. When I tightened up my qualification, it became the **most exciting** time of my day.”

ANDREW CAVAZOS

VALUE OF A NURTURE

What you feel: No instant gratification

What you don't see:

Cash into your pipeline every day



TIP

If you're going to show up for work every day, **you might as well get paid for it**

WHAT'S A NURTURE WORTH?

20 Nurtures = 1 Closed Transaction

Average GCI per deal: \$_____

Average GCI ÷ 20 = \$_____ per Nurture!

At 50% split, your value of a Nurture = \$_____

5 Nurtures a day = \$_____ daily take-home

÷ 8 hours lead gen a day = \$_____ hourly wage

Highest paying professions:

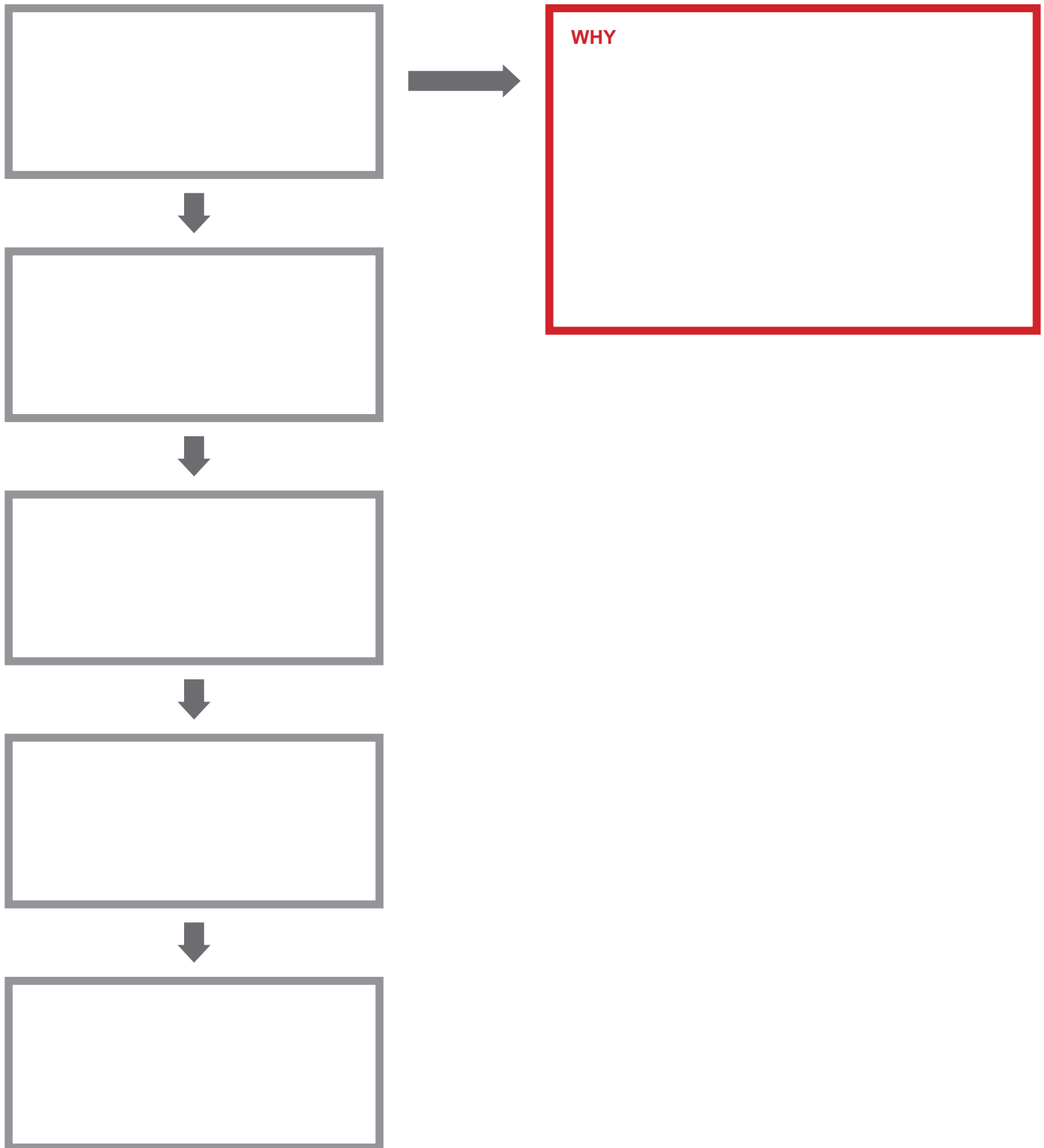
Lawyers \$_____

CEOs \$_____

Surgeons \$_____



SUCCESS IS A MATH FORMULA



SUCCESS IS A MATH FORMULA

MY AVERAGE SPLIT

MY AVERAGE GCI

ANNUAL

Income goal

\$

Closed units

Clients taken

MONTHLY

Closed units

Clients taken

Appts gone on



EXERCISE

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a template for handwriting practice or general note-taking. The margins are consistent on all sides.



1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20

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WHERE DO YOU GET NURTURES?

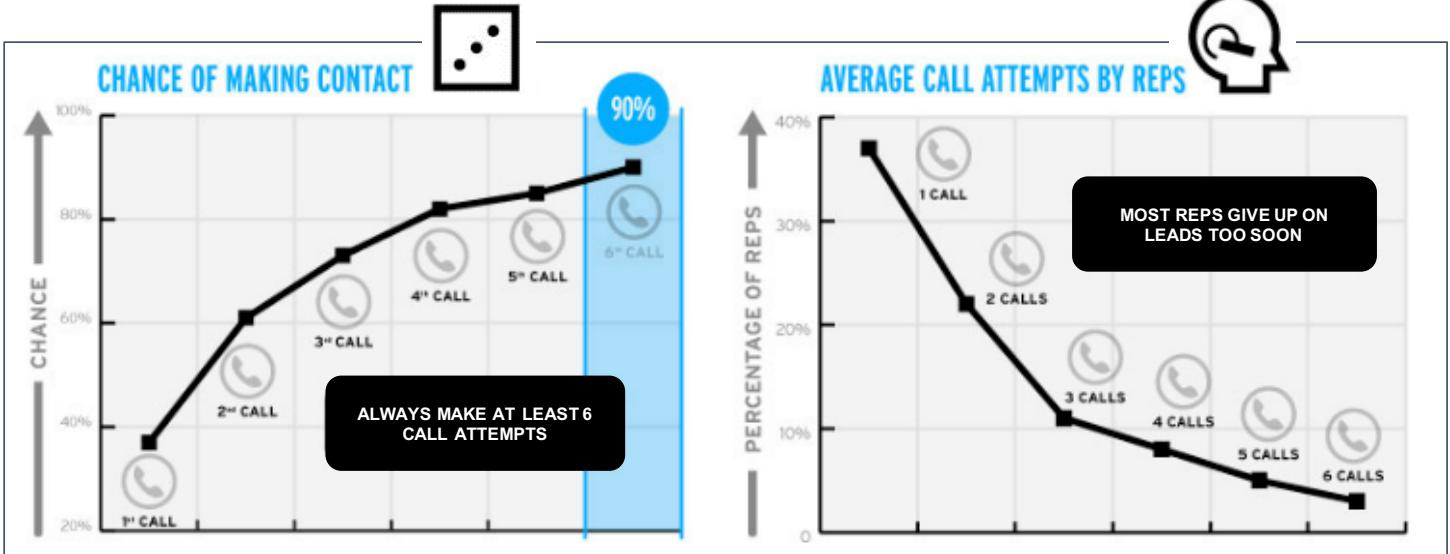


Follow up

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TIM HEYL

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_____ % of people sign with the first agent they meet with

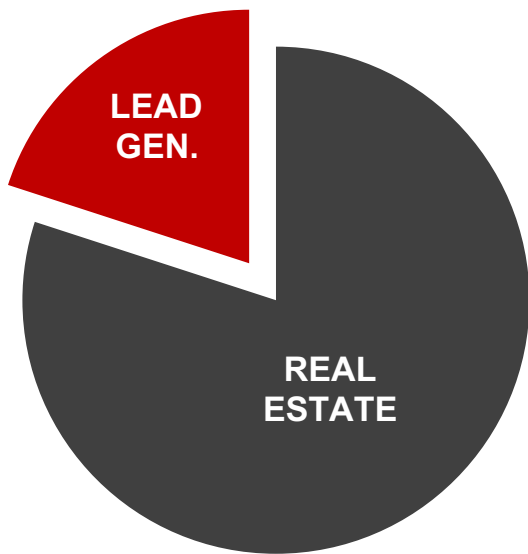
Plan for half of all appointments canceling

Memorize and internalize listing presentation

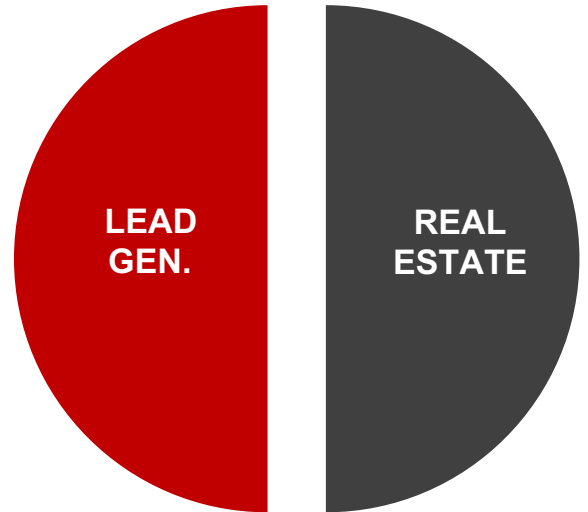
Pre-qualification and confirmation

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THE PROVEN SCHEDULE

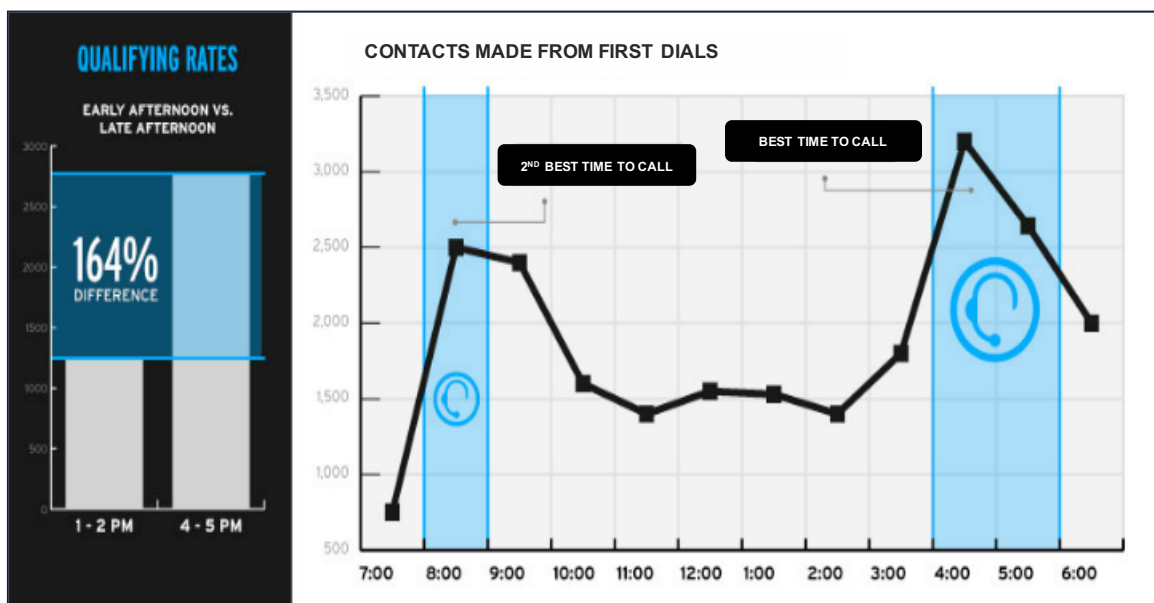


What People Think



Actual

BEST TIMES TO MAKE CONTACT



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POWER UP YOUR MORNING

“If you **crush your morning**,
everything else is an afterthought”

TIM HEYL



SPIRITUAL ENERGY

Meditate/pray/gratitude



PHYSICAL ENERGY

Exercise



EMOTIONAL ENERGY

Hug/kiss/laugh



MENTAL ENERGY

Time block



BUSINESS ENERGY

Lead generate

Trade expectation for appreciation

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Boost energy

Script practice

Build your bunker

Set your intentions

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SCRIPTS

Internalizing (read, write, chant, role play)

LMS and Test Outs

Topics

1. Listings – Prospecting, Presentation, Price Reductions
 2. Buyers – Prospecting, Presentation, Buyer Management
 3. Objection Handlers
 4. The Promise
-
-
-
-
-

SKILLS

CMAs

CMA Communication

Negotiations

Mirror and Matching

Tie downs and embedded commands

Objection Handling

Closing

Socratic Selling

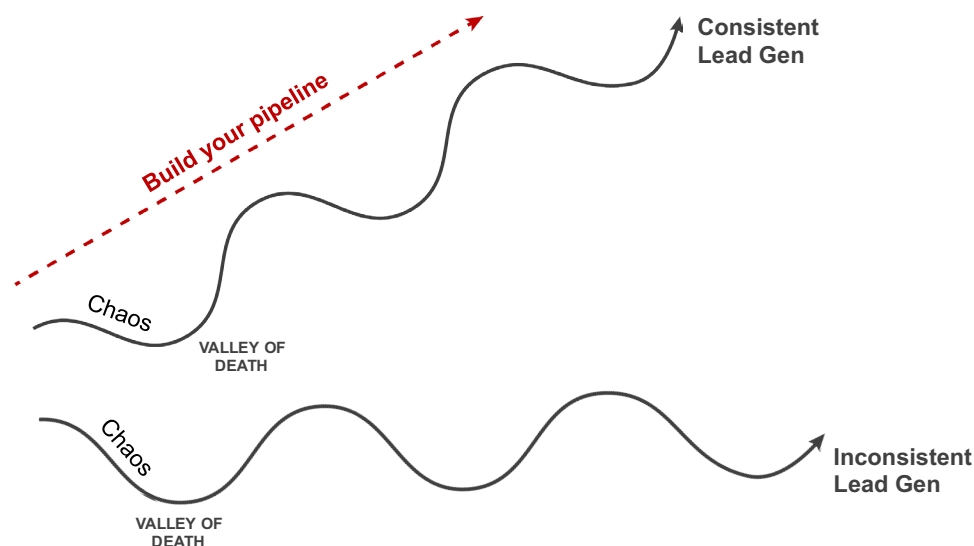
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DEEPAK CHOPRA

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MANAGE THE CHAOS



Read and underline AHAs

In 2012, my whole team fell apart. Three of my team members left to go start their own team with another brokerage, leaving me with over a hundred clients and nobody to help. At one point, it was taking me 8 days just to reply to other agents that I had received their client's offer. During that time, I had to shift my focus from building my team to chaos management. All throughout the chaos, I kept my foot on the gas and stuck to my lead generation. Had I not stayed consistent with my lead gen, I would've ended up in a never-ending cycle of inconsistent business and chaos.

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MANAGE EMOTIONS

Control emotions

- Yours
- Clients
- Co-op agents
- Loved ones

MANAGE EXPECTATIONS

- At appointments
- While “Active” status
- During escrow
- Yourself
- Block personal time
- Agent financials

CLIENT CARE AS LEAD GEN

Lifetime value of a client
4-5 wins for referrals

Capitalize on closing



CORE BELIEF #5
Lasting relationships
are founded on trust

PAST CLIENTS

Past client call
Quarterly conversations

Limiting Belief	Truth
They aren't moving	As a Realtor, I should know what would cause them to move again
The transaction went bad, they won't want to talk to me	Until you ask, you won't know!
I have nothing to talk to them about	They trusted you around their most important asset; you have more knowledge around their largest asset than anyone

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ROBERT KIYOSAKI

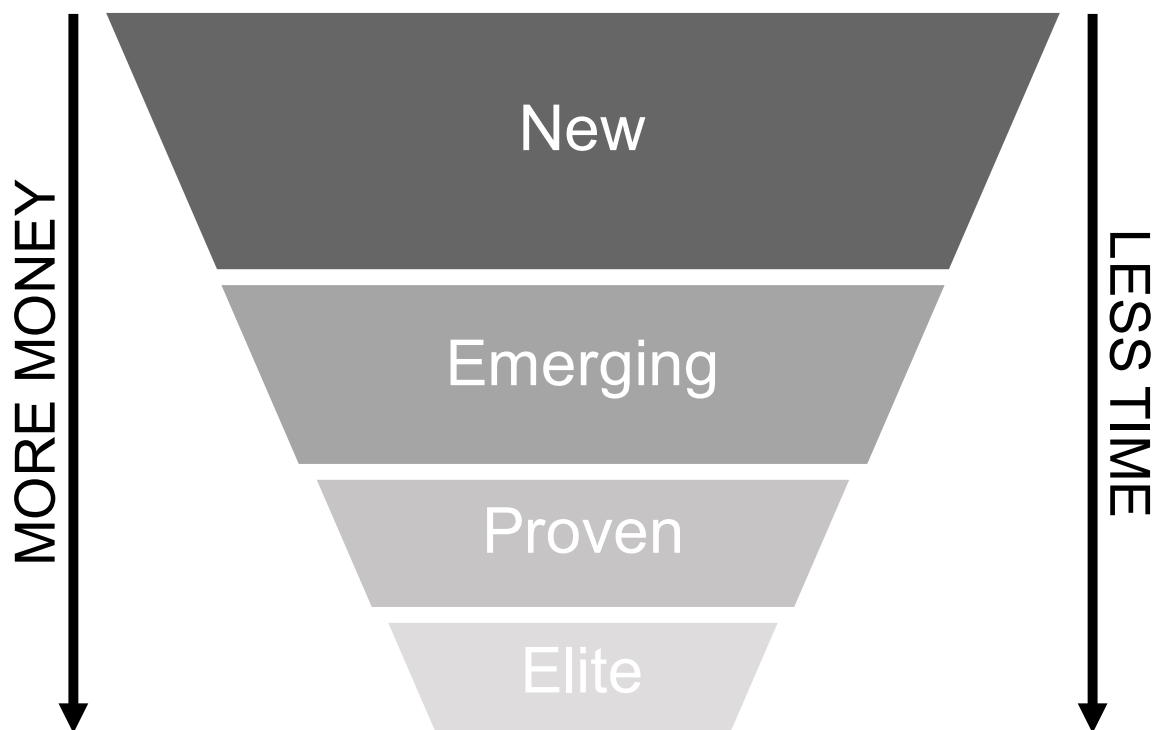
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Read and underline AHAs

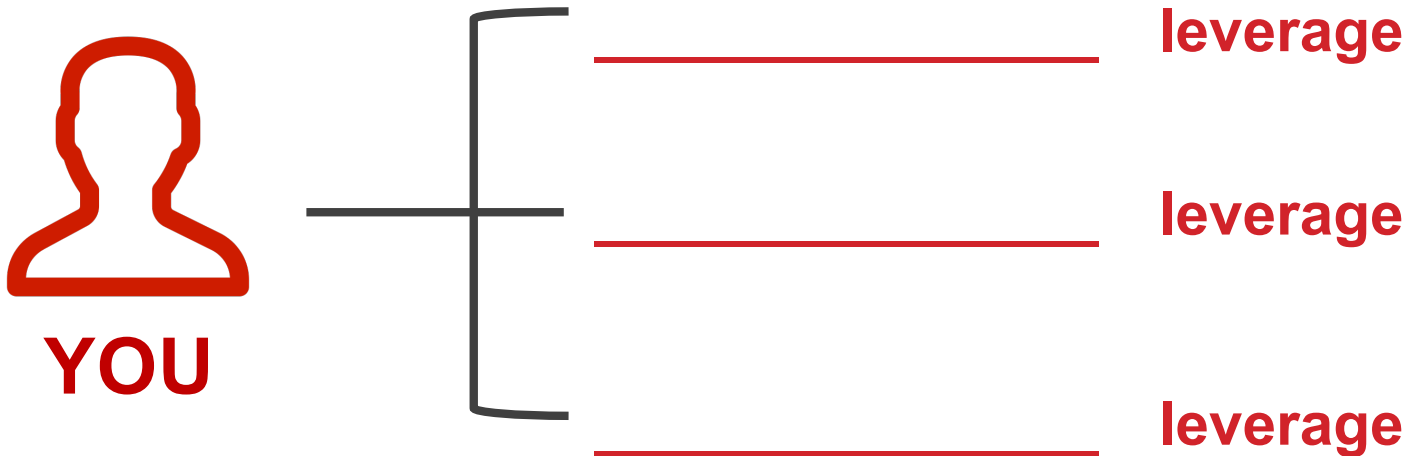
“My goal is to personally do the least amount of things necessary and to only do a job until I’m able to have someone else effectively do it. While that can sound lazy, it’s actually the secret to breaking through your personal ceilings of achievement. **The smarter I get and the more money I make, the more time I seem to have in my schedule.** In the beginning you’re paid for the effort you put forth, and if successful, you’ll be paid for how you think. There came a point for me where the size of my pipeline and the quantity of clients who valued the standards I stood for produced more than I could personally handle, and I began to enter the world of business- success through others.”

TIM HEYL

WHY LEVERAGE IS IMPORTANT



TEAM IN A BOX



A series of 20 horizontal grey lines for taking notes.

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Emerging - Inbound, Ad hoc EA

Elite - Licensed Partner

[illegible]

[illegible]

These leverage points allow you to grow your business inside of this business, and achieve the goal of **“more money, in less time, over time”**

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This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a guide for handwriting or typing. The background is a clean, solid white color.

Appendix



DO NOT DISTURB







LEAD
GENERATING

Socratic Selling
a consultative approach to helping the customer think

- Today's customer is much smarter than before
 - They don't want to be talked AT
 - They attend conventions and network with industry professionals
 - They often know what the options are and many times have tried some
- The customer knows the history and needs of their organization or family, while you as the salesperson know the potential of your product or service to provide their needed solution.
 - The purpose of dialogue is to help the customer to see your solution as a match. Only once they trust you will they open up to hear what you say
- Socratic Method – Socrates would ask a series of easily answered questions that inevitably lead the answerer to a logical conclusion. He believed that your case cannot be forced, rather that much is gained by enlisting the customer's power by getting them on your side.
 - Rule 1 – Respect the customer
 - Use FULL-VALUE LISTENING = Repeat and affirm their answers, giving them credit to the questions you ask
 - Rule 2 – Help the Customer think
 - Rule 3 – Help the customer make decisions
- In the mind of the customer, the meeting is about them – not about you or what you are selling. The customer wants to speak and tell their story. The good news is that the customer has all the information you need.
- Unless the customer sees you making an effort to understand their perspective, they will see you as self-serving. This will slow you down from gaining their trust and hinder you significantly from making a sale.
 - You are an outsider – mind packed with guesses, eager to act on set assumptions that bypasses most reliable source of information – the customer.
 - You must remove the customer's perception of you and gain their cooperation to move forward.
- Begin your conversation by telling the customer that you are prepared and excited to talk with them today about _____.
 - Ask for their input to start things out – “Would you give me your perspective on _____?”
 - Tell them you'd like to focus the meeting on what interests them, and stay true to that. Your agenda may be irrelevant to them. Focus on what is important to them and tell them that is what you are going to do. They will appreciate that.
- Help the customer tell you their need story – they want to tell you their past
 - “tell me more about....”
 - “elaborate...”
 - “give me an example of...”
 - “What else should I know about....”

- “How do you handle _____?”
 - “Talk to me about your experience with _____”
- The sale is being made when the customer is speaking about their need!
- Ask questions regarding urgency – listen for deadlines (seasonal, budget, etc)
 - “Why now?”
 - What makes this urgent?
 - Why is this important right now?
- Logic makes us think and Emotion makes us act – let feelings drive the sale. Ask easily answered questions about their feelings –
 - What bothers you most about this?
 - I sense you are frustrated by this!
 - How tough of a position does this put you in?
 - How does this affect you?
 - I sense this means a lot to you.
 - What is important about this to you? Tell me more about that...what will that ultimately do for you? (Dig deep)
- Listening – the sharpest competitive edge
 - The customer needs you to understand them and your competitors are neglecting this
 - Listening fosters lasting and unbeatable relationships
 - Play back a summary of the facts – use Tie-Downs
 - How does that sound?
 - Do I have it right?
 - Am I getting the picture?
 - Is that it? Or That’s it, isn’t it?
- Next, Lead them into decisions using “fantasy” language – hypotheticals to reduce pressure...Exclude “I” or “we” – keep it to hypotheticals about them
 - If you were to go ahead with_____
 - When would you _____
 - How many would you?
 - Where/when would you?
 - What kind would you?
- “Let me summarize what I heard you say” – summarize their wants in a proposal
 - “how does that sound?”
- Make a recommendation that fits the customer’s needs – choose evidence that fits the customer.
- When given an objection, don’t be too quick to fire back an answer...rather –
 - “just out of curiosity, why do you ask”
 - “Tell me more about your concern with _____”
- Make the objection specific – don’t let them hide behind a generality statement
 - “Please tell me exactly what you mean.”
 - “What *specifically* is important about _____”
- Isolate the objection – “Suppose we were able to resolve this issue...are there any other issues standing in the way of us doing business today?”
- Overcome the objection by affirming MASSIVELY and give a counter-offer

- “I completely understand where you are coming from because (state their case for them here so that they know that you have heard them). May I share with you why that might not be the best option for you?”
 - State your case
 - “If you do this, then I will do that...would that work (tie-down)?”
- Close by making a calendar statement – *time is the recorder of responsibility!!!*
 - Regain momentum by summarizing
 - In order to do this for you, lets get our calendars out and schedule next steps
 - Specify next steps and attach dates to each one of them -
 - Actions the customer offers to take
 - Actions the customer wants you to take
 - Actions you are willing to take
 - Actions you would like the customer to take



Buyer Pre-qualification Questions

Buyer Pre-qualification Questions

For each question below you will find a variety of ways to ask that particular question. The goal is to find out which questions best fit your personality because you want the prequalification to be free flowing meaning you will not walk through the script question by question.

Realtor:

***Remember you want to ask the realtor question sooner rather than later so that you verify you are not soliciting business from another agent.**

Below are a few ways to ask about another realtor.

“I assume since you are looking online/reaching out directly/driving around, you are not currently working with a realtor?”

“Are you currently working with a realtor?”

“Is anyone currently helping you with your home search?”

“Have you committed to any agent yet?”

Yes- “Great have you signed paper work with that realtor?”

Yes- “Fantastic if something changes let us know we would be happy to work with you!”

No- “Okay, and what specifically have they been doing for you?” (Let them tell you the other agents methods)

“I see, out of curiosity, if it made more financial sense to work with me, would you consider giving me a chance to help you find a home?”

Yes- Continue with questions

No - “Great well I wish you the best of luck with your home search!”

Motivation: *Motivation is strong when they have the three W's: Why, When, and Where

“What has you thinking about buying a home?” (3 layers deep if possible)

“What specifically about ____ is important for you and your family?”

“What would _____ do for you and for family?”

“Other than (motivation given) is there anything else that has you interested in buying a home?”

Pre Approval/Lender:

“Will you be financing or paying cash for your new home?”

“Have you had the opportunity to speak to a lender yet?”

Yes- “Great and just out of curiosity what were you pre-approved for?”

No- “Okay do you have any concerns about not being able to get a pre-approval?”

Follow ups, if there are concerns:

“What is your credit score?”

“What down payment amount are you comfortable with?”

“Are you currently employed?”

“Are you self-employed? If so have you been for longer than 2 years?”

“Are you familiar with some of the requirements it takes to get a pre-approval?”

No- “You will need a minimum of a 580 credit score and you will need to have enough money to put at least 3.5 to 5 percent of list price down on the house unless going VA. Do you feel comfortable with those requirements?”

Yes- “Okay Great! So you are aware that you will need a minimum of a 580 credit score and you will need to have enough money to put at least 3.5 to 5 percent of list price down on the house unless?”

“What I have seen in the past is that your price range is not necessarily based on what you are approved for but more about what your comfortable spending a month on a mortgage. Are you okay with what your monthly payment would be based on your pre-approval or were you wanting something different?”

“Do you have any concerns about not being able to be fully approved when that time comes?”

Timeframe:

“When are you hoping to be in your new home?”

“Do you have a specific date in mind for this move?”

“What about that timeframe is important to you?”

“If you don’t find the perfect home by ____ what would be your plan?”

(If their lease is coming to an end soon) “Have you spoken to your landlord or apartment about the option of month to month?”

“If the perfect home came up this week, do you see yourself making a move on it or do you need to wait until you are closer to ____?”

Criteria:

“Tell me about what your perfect home looks like for you?”

“What specifically were you looking for in your next home?”

“What is important for you in your next home?”

Make sure you get the following criteria to set them up on a search.

- Bed
- Bath
- Sqf
- Price
- Location
- Important Exterior Features
- Important Interior Features

EXERCISE

Role-play this script once a day for a week with someone on your team or someone in your brokerage. Make sure you are covering every question. Also to truly internalize the script record yourself saying it and write it down at least 3 times.

Challenging Conversations with Buyers

Challenging Conversations with Buyers

If a buyer who sends you homes outside of their price range or criteria:

“(Buyers Name) I saw that you sent over some properties to visit that were a little different (or more expensive) then what we talked about when we met (or what we have been looking at). So I don't miss any opportunities in sending you homes you might like, lets talk about (criteria/price range that has changed or been added) and why that has changed (or been added)?

If it is a change in criteria/price range that is realistic then make the change and make sure that they know to inform you if anything else changes so that you don't miss an opportunity. If it is not something that is realistic, use the next conversation to get them back to reality.

(If Criteria is unrealistic)

“Based on what we discussed and what is actually available on the market, changing the (the criteria that is off) unfortunately is not something that will realistically help your search. I know you want to be in a home because (motivation) and our criteria know is our best option for that. Do you see how changing (the criteria that is off) is not beneficial to your search?”

(If sending homes that they cannot afford)

“Based on what we discussed and what you were actually approved for, looking at homes above your price range is unfortunately not something that will realistically help your search. In fact, it can negatively affect your search because you will be comparing homes that fit your price range to homes above your price range which isn't a fair comparison. I know you want to be in a home because (motivation) and seeing homes in the price range you were approved for is our best option for that. Do you see how viewing homes above your pre-approval is not beneficial to your search?”

If a buyer is viewing a lot of homes that fit their criteria but not making an offer:

“(Buyer's Name), I want to find you the perfect home but I am struggling because I feel that we have seen homes that hit all the marks, yet they still aren't the one. What am I missing?

I know you want to be in a home because of (motivation) and you want to be in that home by (timeframe). But based on the pattern I am seeing, it doesn't seem like that is going to happen. Unfortunately, there is not the perfect home that meets a buyer's full criteria. There are homes that get very close though. So you have to get very clear with your needs and your wants. Meaning I NEED my next house to have this and if it doesn't, I am not interested. Then your wants, meaning I WANT my home to have this but if it doesn't and meets all my needs, I'll still consider the home. Our goal is to find a home that has all your needs and meets as many wants as possible. Does that make sense? (wait for response)

Finally, do I have your permission to have this conversation every time we see a house that meets all your needs and most your wants but you still don't want to make an offer?”

If a buyer is not wanting to make reasonable offers:

"My job is to represent you and write whatever offer you want. At the same time though, my job also is to advise and be truthful. With that being said, I do not think the seller's are going to entertain this offer at all. Are you okay risking this house by potentially offending the sellers?"

(They might respond with what do you mean and just explain to them that certain sellers might not respond or negotiate with someone who they feel isn't serious about a house. Low balling offers is sometimes a sign of a buyer not being serious.)

"Just so I know when I am having a conversation with the listing agent on price your okay with letting this home go over 10k (or whatever that number is)? And just so you know, 10k amortized over 30 years is a little under 50 dollars extra a month."

(If it is a particular term that seems unreasonable swap price with that term and really take a microscope to it.)

"Just so I know when I am having a conversation with the listing agent on terms, you're okay with letting this home go if they don't agree to power wash the house and replace the curtain rods? So those two items are more important than actually securing the home?"

If a buyer is asking for a lot of small items on an inspection:

"What specifically about that item is concerning for you?" (let them vent) I can appreciate that. Would you agree though, that this item/these items do not affect the safety or function of the home? (they say yes)

So if the seller decides that they are not going to repair it/them do you see yourself walking away from a (price of the house) house over 300-500 dollars of cosmetic issues?

I will battle for you but I want to negotiate with the agent over items that are truly deficient because if I battle for both small items like (item that is small) and the true deficient items they might just say we are being unreasonable and not do anything. Then if we bend and remove the small items they might think that we will bend on the true deficient items as well and we lose our leverage.

Instead of losing our leverage, let's focus on the true deficient items and let me do all I can to get them taken care of. Does that sound fair?"

If a buyer is not getting items to lender after option:

"I spoke to (the lender's name) and they say they have reached out a few times to get (the item missing).

Have you received any calls or emails from them in the last few days? Out of curiosity, what is preventing you from getting it to them?

Is there anything I can do to help?" (If you can help offer it at this point)

Remember, this is a time sensitive process and if we need to push the closing due to the lender not receiving items in a timely matter, then the seller does have the right to terminate the contract or ask us for more money to extend. I am sure you do not want that to occur correct?

When specifically can you have that item to the lender?

Fantastic! Do I have your permission to reach back out if the lender does not receive it on that day?

Great! Well we are only a few weeks from closing so can I get you commitment that from now on you will get items to the lender as fast as possible in order to close on time?

Fantastic! Well I am here to help. Remember that. Don't hesitate to reach out if you need anything."



Circle Prospecting Objection Handlers

Circle Prospecting Objection Handlers

“No, I am not looking to sell. “

“What are the circumstances that would enable you to sell?”

“Are there any circumstances that would peak your interest to sell?”

“If you were to move where would you go?”

“What would my home sell for?”

“That’s a great question! I am an assistant on the team and I will have one of our agents create a market analysis and call you. That being said, what is the price that would get your attention? “

or

“That’s a great question! We offer a thorough and comprehensive valuation of your home. I will forward you to one of our specialist, who knows the market and who specializes in your area. They will give you an approximate value of what your home could sell for. Does that make sense?”

Last question for both:

“When is a good time for our listing specialist to follow up, mornings or afternoons? (Then pick a day that week for follow up.)”

“Do you have a buyer?”

“We have a database of buyers that grows daily. If your house and timeframe are a match for any of our buyers, we can definitely connect you. If you aren’t a match, then we would still love to speak to you about what your goals are in selling this house. So, tell me, (ask a motivation/timeframe question)”

“We would sell but have nowhere to go.”

“Well, that is a valid concern and I want to make sure that before you rule out selling your home, you look at all your options. So, why don’t you tell me more about where you would like to move?”

“We already have an agent.”

Have you already signed paperwork?

If **YES**: “Great! When is the home coming on the market? Who is the agent we should contact about the house?”

If **NO**: “Great! When are you looking to get the house on the market? Fantastic! Well, would you be open to a second opinion?”

“How did you get my number?”

“My technology team pulls together my numbers and it seems that your number is actually associated with this address through public records.”

If lead prospecting to move to a different city

“Great! Well we have a huge referral network across the nation and I would love to connect you with an agent who helps buyers in the city you are moving too. Where are you moving too?”

If the lead said that the property has been leased

“When does the lease come due?”

EXERCISE

Role-play these objections and their handlers once a day for a week with someone on your team or with another agent in your office.



Circle Prospecting Script

Circle Prospecting Introduction

If at any point during the intro of the call, they identify themselves as a potential Nurture, skip to Nurture Criteria Questions

“Hi, [first name]? “ (upswing on First Name)

“Hey [first name], this is [Your First Name] and I work with a local real estate team in the area.”

“How are you doing today?”

(Answer if they ask back how you are)

“(First name) , the reason for my call today is because there has been interest in your neighborhood and I’m wondering WHO YOU KNOW that might be thinking of selling their home this year?”

Doesn’t know anyone – “That’s okay, thanks for thinking about it for me.”

Knows someone – “Great what is their address and do you happen to have any contact information for them?” (after collecting info ask next question)

“Just out of curiosity, have you thought of making the move in the next year?”

No- Ask below questions to see if moving is at all a possibility in the future. If “no” to most move on to another potential lead after closing for email.

“When do you see yourself making the move?”

“If you were to move is there somewhere else you would like to live?”

“So moving in the next few years is not something you would consider? “

Remember if at any point they are a potential nurture jump to the nurture questions.

Nurture Criteria Questions

1. Motivation – “What has you thinking about making a move?”

(Dig 3 layers deep)

“What will that do for you?”

“What’s important about that to you?”

“Tell me more about that...”

Always dig one more layer with this question:

“Besides [initial motivation] was else has you thinking about making the move?”

Motivation must be REAL and not just wanting to “test the market. If price is the motivation than Dig Deeper

“What price would motivate you to make a move?”

“Do you have somewhere to go if this home sells?”

“What will you be using the proceeds from the sale?”

***If a different/bigger/smaller home is the motivation than Dig Deeper ***

“What would your ideal home look like?”

“Will you want to stay in this area?”

“What do you like best about your current home?”

“What do you like least about your current home?”

2. Time Frame – “When do you see yourself being ready to make the move?”

Or

“Did you have a timeframe in mind for this move?”

Be sure to Dig Deeper on time frame.

“What about that time frame is important to you?”

“Are there circumstances that would enable you to make this happen sooner for you and your family?”

“Are there circumstances that would prohibit you from making this move happen in (timeframe given)?”

3. Selling Opportunity – “I’m assuming your not already committed to another Realtor, correct?” (downswing)

Yes I am – “Great well if there was a financial opportunity in working with me and my team is that something that you would consider?”

4. Seller-directed follow up – “[First Name] what I think makes the most sense is for our listing specialist (or you if calling on behalf of yourself) to follow up with you in [cut timeframe they gave you in half unless sooner than 3 months] JUST to check in, answer any questions you might have, and get an update on your situation. When they do call when works best mornings or afternoons?”

5. Contact info – “In case you want to follow up with us before we reach out what is a good email that I can send our contact information to? “

The Close

“Well like I said [first name] our listing specialist (or you if you can take listings) will follow up with you in [follow up date month] and when you are ready to sell your home if you feel confident that we can get the job done would you consider hiring us? Great thank you and have a great day! “

Below is the closing you can use while circle prospecting if you feel that the lead you are speaking is ready to meet with a realtor. To gain an understanding of the signs you can look out for while speaking to seller review “The Close for Circle Prospecting” in the LMS.

"(Lead Name), what seems to make the most sense based on our conversation and what a lot of our clients have liked in the past is for us to simply set an appointment for my listing specialist to come out to the property (or “for me to” if you can take listings). They will do a thorough walk through of the home with you and then sit down with you to explain exactly how we get homes sold in the least amount of time for the most amount of money. Finally we will put a plan in place to make your home sale as successful as possible. If my listing specialist were to meet with you, what would work better weekdays or weekends? Mornings or afternoons?"

After they agree for the appointment tell them that you will be sending them a calendar invite which will include your listing agent's information (or yours if solo agent) and we will follow up a day before the appointment to confirm.



For Sale by
Owner Script

For Sale by Owner Script

Introduction:

***Remember that they have lots of other agents calling them daily about their property so there is a good chance they will be stand offish when we probe for questions. Opener begins rapport.**

“Hi is this the owner of 123 anywhere street, is that you? (Pause for answer) I came across your property and I saw that it is for sale, is it still available? (Pause for answer) I noticed it was FSBO, is that accurate are you selling it yourself?” (If guard up as am I setting up showings with you?)

“My name is _____ and I am a lead listing specialist with Keller Williams Realty, the reason for the call is that we have been able to help out a lot of For Sale By Owners in the past and I am just wondering how everything is working out for you?”

Probing Questions Leading to the Close:

***This is where they will begin to be standoffish so you have to stay confident and keep trying to build rapport while showing value.**

About activity and pricing:

“How long has the home been on the market?”

“Have you had an offers?”

“Have you had a lot of traffic?”

“Out of curiosity have you seen a recent market analysis of the property?”

“How did you come up with the list price?”

About motivation:

“Do you already have a home to move to if this home sells?” (figures out if this is a potential buyer lead)

“What would be the consequence if you sold your home tomorrow?”

“If we brought you a buyer tomorrow would you be ready to go?”

About listing the home:

“At what point would you hire an agent if you can’t sell this property yourself?”

“Is saving the commission the biggest reason for not listing with an agent?” (If yes lead to close)

(At this point during the call as well you can use some the of the FSBO statistics in the corresponding document)

The Close

“So netting the most amount of money is what is important to you correct? If I can show you

how I can net you the most amount of money at the end of the day, wouldn't you want to know about that option?"

"Typically, when it comes to real estate, these are the largest transactions of people's lives. Meaning there is a lot at stake. When you hire me I am going to take all of the pressure of selling the home off your hands while netting you the most amount of money in the shortest amount of time. What works better for you to meet week days or weekends?"

EXERCISE

Role-play this script once a day for a week with someone on your team or someone in your brokerage. Make sure when role-playing your partner is giving you objections as well. Also to truly internalize the script record yourself saying it and write it down at least 3 times.



Door Knocking Scripts to find Sellers

Door Knocking Scripts to Find Sellers

***All scripts are meant to break the ice and draw out conversation. Once a prospective lead actually shows interest in selling move to seller pre-qualification questions.**

Just listed:

“Hi there my name is _____. I’m a real estate professional here in the area, how are you doing today?”

Great, well I am actually walking around the neighborhood today to let everyone know about the property on (address of just listed) that just went up for sale.

Are you familiar with that home? (give some details on the home).

As you know only one family will actually be able to get that home so there may be a few more buyers interested in the area and I wanted to see if you knew of any of your neighbors that were thinking of selling their homes as well? (hopefully this draws out initial no)

Great, thanks for thinking about that for me, just out of curiosity when do see yourself making a move in the future?”

Just Sold:

“Hi there my name is _____. I’m a real estate professional here in the area, how are you doing today?”

Great, well I am actually walking around the neighborhood today to let know about the property on (address of just listed) that just sold.

Are you familiar with that home? (give some details on it).

There are still buyers that are looking in this community that haven’t found the right home yet and I wanted to see if you knew of any of your neighbors that were thinking of selling their homes soon? (hopefully this draws out initial no)

Great, thanks for thinking about that, just out of curiosity when do you see yourself making a move in the future?”

Low Inventory:

“Hi there my name is _____ and I’m a real estate professional here in the area, how are you doing today?”

Great, well I am not sure if you can help me out, there are not a lot of homes for sale in your neighborhood, and my goal is to help families who want to move into the area, so I was wondering if you might know of any of your neighbors who are thinking of making a move soon?

Great, thanks for thinking about that, just out of curiosity when do you see yourself making a move in the future?”

Have Buyers:

“Hi there my name is _____ and I’m a real estate professional here in the area, how are you doing today?

Great, well the reason for my visit is I have a family that is wanting to buy in this area and none of the homes on the market seem to fit their criteria. So, I was wondering who do you know in this area that is thinking about making the move?

Great, thanks for thinking about that, just out of curiosity, when do you see yourself making a move in the future?”

EXERCISE

Record yourself going over these questions so you can hear how you are delivering them and make necessary adjustments to sound as crisp as possible. To help internalize write down the introduction that you like the best 3 times.

Expired Objection Handlers

Expired Objection Handlers

“It is just a Bad Market”

“I can completely understand why you’d feel that way. May I share with you something that might surprise you?”

Did you know that over x number of homes sold in our marketplace last month? Based on the stats it doesn’t appear that we are in a bad market. If I could show you a method that could sell your home for top dollar would you consider that option? Great, that is exactly why we need to meet...(go to close)”

“I’m going to sell it myself”

“I can sense you’re frustrated with the process at this point. However, may I share why that might not be the best strategy for you?”

“Look at it like this, if your car breaks down and you take it into the shop to get it fixed and a licensed mechanic couldn’t fix it...would you take it home, take it all apart and try to fix it yourself or would you look for the right mechanic that can fix it once and for all? (wait for response)Absolutely...see this case is just like that...I am the right agent to get your home sold in the least amount of time and for the most money and that’s exactly what you want, isn’t it?”

“I’m going to rent it now instead”

(You should understand the rental market in your area before getting into this conversation with a homeowner)

“That may very well be the best option for you and before you actually put it up for rent, you would want to make sure that it is definitely the best financial decision for yourself, right? With that in mind, can I ask you a couple of quick questions?”

Do you know how much can you rent it for? Have you looked into that yet?

Do you own other rental properties?

What is your monthly cost (mortgage, taxes, insurance, assoc. fees)? And will rent cover them?

Have you considered the time and money involved in having to evict a non-paying tenant?

You are aware that you should set aside 10% of the rental income for maintenance items, right? (Roof leak, washer breaks down, etc)

With all of that in mind doesn’t make sense to sit down with me to at least go over your

options to see what is best for you and your family?”

“I am going to relist with the same agent”

“I can understand how that might seem like the right thing to do here. Have you signed a contract yet?”

“NO”

Great, (their name) let me ask you ... how long was your home on the market before? (let them respond) So (Say the amount of time) huh, just out of curiosity what do you think that agent is going to do differently in the next few months that they didn't already do in the last (timeframe they gave)?”

If the answer is more of the same or they don't Know:

“(Their Name), wouldn't you agree that the same agent, using the same methods as before, would produce the same results? Exactly that is why you need a different approach...(go to close)”

If they answer something different:

“I see, so it sounds like they have a different plan now. However, can I tell you what concerns me about that? If they had a different technique to actually get your home sold, why didn't they do that when they had a chance to sell the house? Let me ask you this, don't you want an agent that has a proven method of selling homes and does everything in their power the first time to get the job done? Great, well that is exactly why we need to meet....(go to close)”

“We are just going to take it off the market?”

“I completely understand. I would feel the same way if I was in your situation as well. Let me ask you, (their motivation) is important to you correct? And selling your home will help accomplish (their motivation) right? So if you felt that the agent you hired could sell your home and make the process smooth would you still want to sell? Great well that is exactly why we need to meet...(go to close)”

“What are you going to do differently?”

“There are 2 approaches that agents take to sell homes. Most agents do the 3 p's. Put a sign in the yard, Put it in the MLS, and Pray that it will sell. We do the 4 P's. We put a sign in the yard, we put in the MLS, we are purposeful on our marketing, and we proactively look for buyers for your home. Now those last two items around our purposeful marketing and

proactive approach of looking for buyers is what you would expect your agent to do for you, isn't it? Great well that is exactly why we need to meet...(go to close)"

"I'm going to list with an agent who showed it. Did you show it?"

"I understand your logic and are you aware that there are 2 types of agents? There are agents who work with buyers, and what they do is they take a buyer and show them any of the 25,000 homes that are listed in the MLS and they don't care which one they sell because they will get paid their commission on any home their buyer chooses. Then there are listing agents... like myself... I actually specialize in finding the perfect buyer for each of the properties that I list and when you think about it, you have a home that you want to sell, right? Wouldn't you agree that what you really need is an agent who specializes in finding the perfect buyer for your home? Great well that is exactly why we need to meet...(go to close)"

"Why didn't you sell it when it was listed?"

"Can I be completely honest with you? I didn't even know that your home was for sale. Did your agent tell you that once you listed it in the MLS, all the other agents would bring their buyers? It's not that I was ignoring your home, it's just that I was focused on selling my listings. In fact over the time period that your home was on the market I have sold (number of homes sold in last 3 months) because I was focused on selling my listings and my listings only. That is what you would expect your agent to do, isn't it? Great well that is exactly why we need to meet...(go to close)"

"I'm not going to give it away"

"Of course not, I'm sure that you want to get it sold for the highest price that this market will give, right? Exactly, and with our proven method of selling homes we have helped numerous sellers get top dollar for their house and that is what you want your agent to do for you correct? Great well that is exactly why we need to meet...(go to close)"

"If you have a buyer, I'll pay you a commission"

"I can appreciate that, and the truth is, neither I nor any of the other agents have a buyer for your home right now, otherwise it would already be sold, wouldn't it? And if I find a buyer for your home, you would want to sell it, right? So, in essence you still want to sell it, you just don't want to list your home with an agent again and not have it sell, correct? Absolutely, and if I were you, I wouldn't want to do that either. What would be the best time for me to show you what I'm going to do to find a buyer for your home. I can be there this afternoon at 3 or would 4 be better for you?"

EXERCISE

Role-play these objections after you have mastered the expired script itself one time a day for a week with someone on your team or someone in your brokerage. Make sure when role-playing your partner is pushing hard on these objections. Also to truly internalize the scripts record yourself saying it and write each handler down at least 3 times.



Expired and Withdrawn Script

EXPIRED SCRIPT

Introduction:

“Hi, is this _____? Hey _____! My name is _____. I am a Real Estate Professional, how are you doing today?”

“Great! Well the reason for my call is that I saw your home came off the market and I wanted to find out if it is still available or if it actually sold.”

Soft Close:

“When will you be looking to ...HIRE THE RIGHT AGENT... for the job to sell it?”

“Fantastic, well we specialize in selling homes that didn’t sell the first time AND I was hoping you’d be free to ...get together...for about 15 minutes or so to talk about why your house didn’t sell and what needs to happen in order for it to sell at this point.”

-“Which usually works better for you, weekdays or weekends? Mornings or Afternoons?”

Too soon of to close? Ask probing questions:

Questions on Motivation:

“Why did you first put your home on the market?”

“May I ask where you are moving to?”

“How soon do you need to be there?”

“What else is important to you about selling your home?”

Questions about experience selling their home with previous agent:

“Mr./Mrs. _____ Why do **YOU** think that your home didn’t sell?”

“How did you go about choosing the last agent you listed with?”

“What did the agent do that you liked the best?”

“Did you receive any offers?”

“Did you have a lot of activity when the home was listed?”

“What type of feedback did you receive when you were on the market?”

Question leading to close:

“What do you feel that they should have done?”

“Minimum Standard, right, get the house sold? I’m sure that your agent worked really hard to get your home sold ... Right? I bet they even did everything they know how to do to get it sold ... wouldn’t you agree? And yet, It just didn’t happen ...”

The Close:

“You know Mr./Mrs. Seller, I’m convinced it’s not for a lack of effort. You know, it’s more likely in the approach. You simply need a different approach. That’s exactly why we need to set an appointment for me to come out to the home to show you what we do to sell homes and put a plan in place to sell your house. What works better weekdays or weekends?”

The Close after handling an objection:

Great that is exactly why we need to meet...what works better for you weekdays or weekends? Mornings or afternoons.

EXERCISE

Role-play this script once a day for a week with someone on your team or someone in your brokerage. Make sure when role-playing your partner is giving you objections as well. Also to truly internalize the script record yourself saying it and write it down at least 3 times.



For Sale by
Owner Script

For Sale by Owner Script

Introduction

***Remember that they have lots of other agents calling them daily about their property so there is a good chance they will be stand offish when we probe for questions. Opener begins rapport.**

“Hi is this the owner of 123 anywhere street, is that you? (Pause for answer) I came across your property and I saw that it is for sale, is it still available? (Pause for answer) I noticed it was FSBO, is that accurate are you selling it yourself?” (If guard up as am I setting up showings with you?)

“My name is _____ and I am a lead listing specialist with Keller Williams Realty, the reason for the call is that we have been able to help out a lot of For Sale By Owners in the past and I am just wondering how everything is working out for you?”

Probing Questions Leading to the Close

***This is where they will begin to be standoffish so you have to stay confident and keep trying to build rapport while showing value.**

About activity and pricing:

“How long has the home been on the market?”

“Have you had an offers?”

“Have you had a lot of traffic?”

“Out of curiosity have you seen a recent market analysis of the property?”

“How did you come up with the list price?”

About motivation:

“Do you already have a home to move to if this home sells?” (figures out if this is a potential buyer lead)

“What would be the consequence if you sold your home tomorrow?”

“If we brought you a buyer tomorrow would you be ready to go?”

About listing the home:

“At what point would you hire an agent if you can’t sell this property yourself?”

“Is saving the commission the biggest reason for not listing with an agent?”

The Close

“So netting the most amount of money is what is important to you correct? If I can show you how I can net you the most amount of money at the end of the day, wouldn’t you want to know about that option?”

“Typically, when it comes to real estate, these are the largest transactions of people’s lives. Meaning there is a lot at stake. When you hire me I am going to take all of the pressure of

selling the home off your hands while netting you the most amount of money in the shortest amount of time. What works better for you to meet week days or weekends?”

EXERCISE

Role-play this script once a day for a week with someone on your team or someone in your brokerage. Make sure when role-playing your partner is giving you objections as well. Also to truly internalize the script record yourself saying it and write it down at least 3 times.

FSBO Objection Handlers

FSBO Objection Handlers

“I already have another realtor in mind”

- “Mr. Seller I can appreciate where you are coming from. Let me ask you a question, you decided to sell privately because you wanted to net the most amount of money for your family, is that correct? Ok great, you see you don’t owe anything to that agent and you definitely don’t owe anything to me however you owe everything to you and your family, so if I am able to show you that by working with my team I can net you more money based on our track record, would you be willing to get a second opinion? “

“Bring me a buyer and I’ll pay 3%“

-“So what we’re really talking about is, you want to save the other 3% that it would cost for you to hire me, right? And if you knew that having me represent you would actually put more money in your pocket and more than make up for that 3% difference, you would probably go ahead and hire me, wouldn’t you?”

“I don’t need an agent, I can sell it myself or I don’t want to pay a commission”

-“If you can sell it for the same price that I can sell it for, why would you pay me to do it, right? And if there was a better way to get this home sold, wouldn’t you at least want to know about it?”

“I want to wait a few weeks”

“Sure, I can certainly follow up with you. And regardless of whether we meet now, in 2 weeks or even 2 months from now, is it fair to say that your primary goal is to net the most money possible from the sale? And if you were as convinced as I am that... hiring me... is how you will accomplish that, it would make sense for us to meet me now, wouldn’t it?

The Opportunities of a FSBO:

Turning a FSBO into a listing

This is our top opportunity which the above script will give you the tools to convert this seller to a client. Yet if you are not able to convert the FSBO or they are not yet ready to meet with an agent there are two other opportunities.

Turning a FSBO into a buyer

If you cannot convert the FSBO over the phone into a potential listing begin seeing how you might be able to help them as a buyer. Get more into what they are looking for and offer any

value that you can. Chances are if you can get them as a buyer you will eventually get the listing.

Questions to convert a FSBO to a buyer:

“So if a buyer came tomorrow wanting to purchase your home where would you go?”

“Do you have any searches set up for your next property?”

“Have you spoken to a lender about your next purchase?”

Turning a FSBO into an open house

This is the last option we want to offer if we exhausted both the listing and buying side for the FSBO. Holding an open house for a FSBO shows commitment and lets you get face to face with the FSBO. Plus you can get buyer leads from a property that might as well be off market.

Questions to convert a FSBO to an open house:

“Well I do know buyers are looking in that area, I would love to offer you a free and different avenue of marketing with an open house. If I find you a buyer than it is a win-win for us both.”

EXERCISE

Combine these objection handlers with your FSBO role-play. Also to truly internalize the handlers record yourself saying it and write it down at least 3 times.



FSBO Statistics and Closes

FSBO Statistics and Closes

Statistics to use:

“The National Association of Realtors states that on average FSBO or Flat rater brokers net 15% less on the sales price of the home than using a full service agent or broker on the sale.”

“In (your City) last year out of all real estate lawsuits, FBSO’s represented 75% of them. So your risk as a FSBO is exponentially higher than if you were to be using an agent, potentially losing thousands in lawsuits.”

“Being a FSBO you are targeted by investors who are trained to go after FSBO’s and people represented through flat rate brokers. That is why you will never get market value and why the average FSBO nets 15% less than being listed with an agent.”

“Out of all FSBO’s 3% actually make it to the closing table. Meaning 97% end up using an agent or they do not sell.”

The Close:

“So netting the most amount of money is what is important to you correct? If I can show you how I can net you the most amount of money at the end of the day, wouldn’t you want to know about that option?”

“Typically, when it comes to real estate, these are the largest transactions of people’s lives. Meaning there is a lot at stake. When you hire me I am going to take all of the pressure of selling the home off your hands while netting you the most amount of money in the shortest amount of time. Knowing that when does it work best to meet, weekdays or weekends?”

“If there was a financial benefit for you to list with me rather than selling it on your own, would you consider it? Great that is exactly why we need to meet. What works better for you weekdays or weekends?”

“If I can show you how I will net you more money, after my commission is paid, wouldn’t you at least want to know about that option so that your confident your not leaving any money on the table? Great that is exactly why we need meet. What works better for you weekdays or weekends?”

“If there was a better way to get your home sold... wouldn’t you at least want to know about it? Great that is exactly why we need meet. What works better for you weekdays or weekends?”

“What’s more important to you, selling the home yourself or netting the most money?”

Netting the most amount of money correct. Knowing that you want to do whatever makes the most sense for you financially, right? Great that is exactly why we need meet. What works better for you weekdays or weekends?”

EXERCISE

Role-play these closes with the FSBO script once a day for a week with someone on your team or someone in your brokerage. Make sure when role-playing your partner is giving you objections as well. Also to truly internalize the script record yourself saying it and write it down at least 3 times.



Objections at the Listing Table and Their Handlers

Objections at the Listing Table and Their Handlers

“We need to think about it and we will call you”

1. “Great (seller name), I just need to ask you a question. Tell me, what specifically do you need to think about?”

(They might say price or if they are really ready now to make the move, or they want to talk it over)

“Okay, so I guess there are 3 decisions you need to make:”

“One of them is if you need to sell. It sounds like you have already made this decision, right?”

If they say yes than move to the next line. If they say no than readdress motivation.

“And the second question is, what will you price the home at. We talked about (list price) is that going to work for you still?”

If they say yes than move to the next line. If they say no re address price than close again.

“Well the only thing left to decide is, who do you want to have handle the sale for you? I mean Rick, do you feel as though I can get this house sold?”

If they say yes than move to the next line. If they say no than ask “what specifically did I miss that made you not feel confident in my abilities?”

“Great, well I ‘m 100% confident that I can as well. Let’s simply fill out the paperwork and get it done.”

2 .“ I can completely appreciate that as this is a really important decision to make, isn’t it?

“And it needs to be based off your needs, right?”

“Tell me specifically, what do you still need to think about? “

(Handle true Objection)

3. You know, I’m kind of in uncharted territory here. See, usually by this time we have already signed the contract and moved on to the fun stuff. I think I failed at some point to communicate my value to you in this presentation. Tell me, which part did I fail your expectations here?

(Handle Objection)

“We still want to think about which agent is best for us./ We still want to interview other agents.”

1. “ I can completely appreciate that. When we talked earlier, we talked about what you’re looking for in an agent. Do you feel as though we are providing those things for you?

If they say yes than move to next line. If they say no than ask “okay what specifically didn’t I cover that you were hoping that your next agent would do?”

“Look, there are only so many things an agent can do to sell your house. You know what the best thing you can do to get your home sold? It’s to hire an agent who actively and aggressively prospects for buyers for your house every day. That’s exactly what we do. Every time our team speaks to 80 people, something of our sells. We talk to 20-30 new prospects a day. Isn’t that the type of results and productivity you are wanting from the agent that sells your home? “

2. “(Seller name) would you rather have an agent who is intimidated by buyers and other agents or do you want someone who holds their ground to protect your best interest? (Best interest) Exactly and I am demonstrating that right now that I won’t back down. You need an agent like me who is going to get your house sold instead of just listing it, don’t you agree? Great, lets sign the contract and get your home sold. “

3. “It sounds like you just want to be certain you are making the right decision and don’t want to move to quickly right? (Yes) That’s exactly how my clients feel before they make the decision to fill out the paperwork with me. Let’s simply fill out the paperwork and you will feel that great sense of relief that they did.”

4.”You know Mr. and Mrs. Seller, Many people think all real estate agents are the same. Let me ask you – If I asked one of you to throw a baseball you could right? Sure, most people could. Yet would you go make it in the Major Leagues? Of course not. See, just because you can throw a baseball doesn’t make you an MLB player and just because you have a real estate license doesn’t mean you can get the job done. Go ahead and ...HIRE ME...We are the major leaguers compared to most agents and I know you want someone that can...SELL YOU HOUSE...correct?”

5. ”That is why we put this paragraph in the special provisions. So if you decide to not sell or work with someone else, you can fire us at anytime. This way when you do decide for me to...sell your home...we wont have to take the time out of our busy schedules to get back together and sign the paperwork. Does that sound fair?”

“Another agent said they would list the home at a discounted commission.”

1. “Great out of curiosity how did you get that agent to reduce their commission? (They just asked or agent just offered).

(If just asked them to) “ Hmm, Knowing that tens of thousands of dollars are negotiated with every real estate transaction how does it feel knowing that you just out negotiated the agent that wants to sell your house by simply asking a question? When it comes time to battle for your money you want an agent who doesn’t bend and knows how to negotiate correct?

Great well that is exactly who I am, a professional negotiator who goes all in for my clients to get you the most amount of money possible. So lets fill out the paperwork.”

(If they just offered) “ Hmm, Knowing that tens of thousands of dollars are negotiated with every real estate transaction how does it feel knowing that an agent is just willing to give away his or her money? If they are willing to do that with their own money imagine what they are willing to do with yours? When it comes time to battle for your money you want an agent who doesn’t bend and knows how to negotiate correct? Great well that is exactly who I am, a professional negotiator who goes all in for my clients to get you the most amount of money possible. So lets fill out the paperwork.”

“We do not see why we have to sign this right now. We are not 100% sure we are even going to sell.”

1. “That is exactly why we have in special provisions that you can cancel at anytime. In fact, if you sign this and you do not decide to sell, it does not affect you at all – you will not owe us anything. So why don’t you just fill out the paperwork, and we can keep touching base until you completely decide what you want to do. Does that sound good?”

“Why can’t we wait until we are ready to list to sign anything?”

1. “We have a powerful premarketing campaign that can generate buzz before the home is even on the market. Isn’t that something you want to take advantage of to get the most amount of money for your home? We don’t bring any buyers until you absolutely are ready to be on the market and if you decide not to sell than it is not a problem for our marketing team. With that being said I can’t legally market the home without our paper work signed. And remember you can cancel at anytime unless we are under contract. “

(if they ask what your campaign is) Two ways we premarket your home is through our online resources and our agent connections. We post the property as a coming soon on Zillow and other major real estate websites and we send multiple emails to agents in our brokerage with our coming soon listings. The last thing we want is for one of those buyers to settle on another property because they did not know yours was going to be available. .

“I just need to look over the paperwork.”

1. “Fantastic and it is great that I am here because I know these documents like the back of my hand. What specifically did you want to review?”

EXERCISE

Role-play these objections once a day for with someone on your team or someone in your brokerage until you feel that you have them internalized. Also to help internalize these objections record yourself saying it with upswings, downswings, and imbedded commands.

Questions Leading to Value

Questions Leading to Value

“Is there any neighborhood in particular you wanted to be in?”

If yes:

“Fantastic what neighborhood is it? (Prospect gives name) That’s a great area! Well we actually have an Inside Sales Team to help our buyer’s find sellers. What they do is call neighborhoods our buyers are interested in to see if there is any off market sellers. This allows you to beat the competition and find inventory if there isn’t a ton available. So when you are ready to look we can call (neighborhood name they gave) and look for sellers if there aren’t any available at that time. See how that’s a little different than what your average agent can do? “

If no:

“Okay well when we do start looking there might be neighborhoods that you absolutely fall in love with. When that happens we actually have an Inside Sales Team to help our buyer’s find sellers. What they do is call neighborhoods our buyers are interested in to see if there is any off market sellers. This allows you to beat the competition and find inventory if there isn’t a ton available. Do you think that could be beneficial to your home search?

“Are you currently looking for homes online?”

If Yes:

“Great, most of the buyers we work with are. What we find though is that a lot of the websites that are out there to use have a hard time keeping their properties updated, meaning homes you think are available are already under contract. So what we implemented to overcome that is what is called a buyer’s instant notification system. What this system does is take your minimum criteria and compare it to any home that just hits the market. If it is a match you get an email notifying you of it so that you never miss an opportunity. See how this would be beneficial to your home search?”

If No:

“No problem. When you are ready to start looking at homes online will be a great resource for you. What we find though is that a lot of the websites that are out there to use have a hard time keeping their properties updated, meaning homes you think are available are already under contract. So what we implemented to overcome that is what is called a buyer’s instant notification system. What this system does is take your minimum criteria and compare it to any home that just hits the market. If it is a match you get an email notifying you of it so that you never miss an opportunity. See how this would be beneficial to your home search?”

“Have you heard of a buyer’s specialist?”

If Yes:

“Great well that’s exactly what I am. I only specifically work with buyers like yourself to help find you the right home, skillfully negotiate to secure that home, and guide you through the process to make sure its as seamless as possible. Do you see how that would be beneficial to you and your family?”

If No:

“Great well most agents work with both sellers and buyers in their business. What we did was divide that. We have agents that specifically work with sellers and agents like myself, who specifically work with buyers. Since I only specifically work with buyers like yourself I am better suited to find you the right home, skillfully negotiate to secure that home, and guide you through the process to make sure its as seamless as possible. Do you see how that would be beneficial to you and your family?”

“Have you been out driving looking at homes?”

If yes:

“Fantastic that is always a good thing to do as it allows you to get familiar with the area you are interested in. We actually have a BRANDED KW APP that we can give you to download on your phone. This way when you are out driving around you can pull it up and see all the homes available in that area in the convenience of your car. When we get together I will give you the code to download it on your phone. That will definitely help you wouldn’t you agree?”

If no:

“Well more than likely once we do start your home search you will take a few trips out on your own looking at neighborhoods. Once you do, we have a BRANDED KW APP that we can give you to download on your phone. This way when you are out driving around you can pull it up and see all the homes available in that area in the convenience of your car. When we get together I will give you the code to download it on your phone. That will definitely help you wouldn’t you agree?”

“Have you heard of coming soon?”

Yes:

“Great well since our team does as much volume as we do we usually always have at least 10 to 20 coming soon properties each month. And since we are affiliated with Keller Williams we have access to over a 100 coming soon each month. So when you are ready to look we can see if there are coming soon that fit your criteria that way we can beat the competition. See how that is beneficial to your search?”

If they say no

(explain what it is and use the same script as above)

Motivation Questions

Motivation Questions Around Selling

1. What's your motivation for selling?
2. What specifically is important to you in getting the home sold?
3. What is influencing you to sell?
4. What factors are going into the decision to sell your home?
5. What's important about the time frame you've established?
6. Where are you moving?
7. What are you doing with the proceeds of the sale of your home?
8. What has you wanting to leave the neighborhood?
9. On a scale of 1-10 where would you place your motivation for selling?
10. What's most important to you in accomplishing the sale of your home?
11. What's stopping you from listing today?
12. What has you curious about the value of your home?
13. What motivates you to sell and move on?
14. How long have you been considering selling?
15. What is important to you about the time frame?
16. What is preventing you from selling right now?
17. How are you searching for your new home, once this one sells?
18. Have you explored financing options?
19. Have you been looking online at homes?
20. Have you been researching new neighborhoods?
21. Have you seen anything you like?
22. If there was a buyer for your home tomorrow would you be motivated to sell?
23. What would motivate you if a buying opportunity did present itself?
24. What was your Plan B if this property didn't sell?
25. Are you still living in the home?
26. Are you enjoying being a landlord?
27. Is this your primary residence?
28. Are there any consequences to selling your home?
29. Are there any consequences to not selling your home?
30. What does it look like for you to have your home sold and proceeds in the bank?
31. What is the most important thing you want to accomplish in selling your home?

EXERCISE

Pick out 5 to 10 motivation questions that you feel are the best and write them down 3 times each to help internalize. These will be your go to questions on the phone about motivation.

Seller Re- engagement Questions

Seller Re-Engagement Questions

Realtor:

“Just to confirm nothing has changed since we last spoke you are not working or interviewing other agents currently correct?”

- Yes- “Great have you signed paper work with that realtor?”
 - Yes- “Fantastic if something changes let us know we would be happy to work with you and I will see if we might have a buyer for your property!”
 - No- “Okay have you just been in contact with them?” • “If there was a financial benefit in regards to working with a professional like myself would you consider hearing what me and my team could do to help sell your home?”

“What specifically were you looking for in you next agent when it comes to selling your home?”

Motivation:

“So remind me again why this home sale is important to you and your family?”

or

“Is (original motivation) still the reason for the move?”

“What would (motivation given) do for you and for family?”

“Other than (motivation given) is there anything else that is peaking your interest to sell your home?”

- Motivation is strong when they have the three W's: Why ,When, and Where.
- “After we sell your home do you have a plan in place of where you will go?”
 - Yes- “Great tell me a little more about that.”
 - No- “Okay so what would happen if we sold this home for you in the next few months? Reason I ask is the market sometimes moves quick and we are aggressive at getting your home sold for top dollar, but I don't want to put you in a situation where you have no where to live.”

Timeframe:

- “Where you still hoping to get the home on the market by (original date given)?”
 - “What about that timeframe is important to you?”

- “If you don’t get the property up for sale by (timeframe given) what would be your plan?”
- “So if we got the home sold by (timeframe given) that wouldn’t be a problem for you and your family?”
- “If we saw the market move up or down in a way that made sense for you to list the property sooner rather than later so you could net the most money, is that something you would consider or do you need to wait until (timeframe given)? And the only reason I ask is that I am dedicated to my client’s success so it just gives me an idea of how to follow up with you.”

Condition:

- “So tell me a little bit more about your home?”
 - Bedrooms, Bathrooms, SQFT
- “Have you done any updates or where any updates done by the previous owner?”
- “Are there any major issues that you are aware of?”
- “Is there anything condition wise that might deter buyers?”
- “Are you planning on doing any upgrades/repairs prior to listing the home?”

Price:

- “I am sure you have looked to see what homes were going for in your area did you have a price in mind for your house?”
- “Was there a specific number you were hoping to get for your home?”
- “When your ready to list your home is there a price you had in mind to list it at?”

Potential Response: “No I don’t have a number in mind.”

- “Okay so nothing has come to your mind at all for a sales price? The only reason I ask is so that I don’t waste any of your time. Meaning if you wanted 250k for your home and based on comps I said you could only get 150k you probably wouldn’t want to list your home correct? So that doesn’t happen, if you have a range at least of what you want for the home I can run some numbers to see if we are on the same page. If I can get you more than what you wanted then it benefits us both!”

Potential Response: “Well you’re the expert and are suppose to tell me what I can get.”

- “The only reason I ask is so that I don’t waste any of your time. Meaning if you wanted 250k for your home and based on comps I said you could only get 150k you probably wouldn’t want to list your home correct? So that doesn’t happen, if you have a range at least of what you want for the home I can run some numbers to see if we

are on the same page. If I get you more than what you wanted then it benefits us both!”

The Close:

“What a lot of my clients have liked in the past is for use to simply set an appointment, for me to come out to your home, do a walk through of the property, and sit down to talk about exactly what we do to sell homes for the most amount of money in the least amount of time. We will also get a plan in place to make the transition for you as easy as possible. When works best weekdays or weekends?”

EXERCISE

Record yourself going over these questions so you can hear how you are delivering them and make necessary adjustments to sound as crisp as possible. Also find which questions you feel most comfortable with and make those your go to. To help internalize write those questions down 3 times each.

Sign Call Script

Sign Call Script

Introduction:

“Good morning/afternoon, this is _____ with the (company name) how may I help you?”

(Prospective lead usually says they are calling on 123 Main St.)

“That’s a great home; we’ve had a ton of interest on that one!”

“Just in case we get disconnected what is a good number I can reach you?”

(Take down their number)

“Also who am I speaking with?”

(Take down their name)

“Great (their name), so you’re in the market to BUY A HOME?” (embedded command)

No- “Okay do you live in the area already?” Convert into seller opportunity if already owning a home in that area.

Yes- Continue with Script

“Great! And I assume since you are calling me directly you are not working with another agent, right?”

If yes – “I’ll email the information to your agent right away” (get agent contact)

If no – “Great! I am happy to help.” (See Below)

“Give me one minute while I log into my system here and pull up the property.”

Begin Probing Questions:

“While I’ve got you:

“What has you thinking about buying a home?”

“How long have you been looking for a home?”

“How have you been looking for a home?”

“Ok, I’ve got that house pulled up, and...

“It looks like this house is a 3 bed 2 bath and right at 1800 sqft...is that what you were looking for?”

“They have done some upgrades on the inside of the house like _____ were you wanting something with those upgrades?”

*Price is what you give them last.

“It is listed at _____ is that the price range that you wanted to stay within?”

***Finish out pre-qualification questions, add value, and go for the close.**

EXERCISE

Role-play this script once a day for a week with someone on your team or someone in your brokerage. Make sure when role-playing, your partner pushes for price. Also to truly internalize the script record yourself saying it and write it down at least 3 times.



THE **PROVEN** PATH