

ROLE PLAY CLIFF NOTES

September 6 2018

CLIENT FOLLOW UP CALLS:

Objection: Calling past clients that have moved out of area for business

What have you heard that's going on in the market, there's 20% low inventory in the local area. The reason I'm reaching out to you is to see if you might know someone that wants to take advantage of the market right now before it starts softening next year. I appreciate you taking the time to call your friends, I want to make sure they receive the same top-notch service that you got.

JUST SOLD:

Agent: This is 'Your Realtor....' I wanted to let you know I broke the record with a \$10 million sale in your neighborhood.

Objection: I'm not planning on moving now, but might think about downsizing in the future.

Agent: How soon would you want to make the move to downsize? Let's set up an appointment to meet this afternoon in person to discuss your property and the value.

JUST LISTED:

Agent: We just listed the Johnson's home at 123 Banana Street for \$1.8 million. Was curious who you know that might be looking in this neighborhood? If I had a buyer for your home as well would you entertain offers as well?

Objection: My house is nicer than that...and is worth twice as much.

Agent: Maybe my Banana Street listing someone wants as investment to tear down...But if I had a buyer that wants the best home in the neighborhood maybe your home could be a great option for them? I'm doing a broker's home next week can I stop by and preview your home since I'm in the area?

EXPIRED:

Objection: Seller is wanting to end the conversation abruptly. We already have it taken care of...goodbye

Agent: Stop! Stop! Stop! Don't hang up...I only call the people I can help...

Every seller has 3 questions...Can I tell you what they are...

1. What's it really going to take to sell my house? What's it really worth? Do you want to know that?
2. How long is going to take to sell my home? Is that important to you?

3. What can I do differently to sell your home vs everyone else?

If I can answer those questions quickly...Would you be open to meeting with me for 10 min?

Objection: Our house isn't sold and we are frustrated with this whole process.

Agent: Can I tell you what sellers are doing in today's market to get their home sold for top dollar and quickly, they are simply comparing marketing plans from the top agents in the area...

Are you familiar with the difference in passive marketing and active marketing? Let's meet this afternoon so I can discuss with you my marketing plan to get your home sold. Is 5 or 6 better for you?

Objection: I need to talk with my husband first.

Agent: I sold the Johnson's home, the Smith's home and the Jones' home and got top dollar for them. What would Mike say if you told him that... Let's meet at 5 today.

Objection: I don't want to talk to anymore realtors...

Note: I specialize in helping sellers get their home sold the second time around, would it make a difference if you knew that already this year I've sold 68 homes the second time around. And more importantly, I've been able to put 99% of the asking price in the sellers pocket on average in 32 days. If you knew you could sell your home this month for asking price be a benefit? GO FOR THE CLOSE!