

# Role Play Cliff Notes

November 1, 2018

## Notes from Mike Ferry's retreat

- The change is coming in every market
  - Better pre qual
  - You should expect to cancel more appointments
  - Be prepared knowing your market stats

## Market stats John is tracking:

- Certain communities single family homes (active, pending, sold)
- Zip Codes
  - Single family
  - Condos
  - Townhouses

Now that the market is declining, you need to pre-qualify both sellers if there is more than one. They may have different motivation or pricing preference.

- What if they don't want you to talk to the wife? "I completely understand that. Part of our procedure in getting homes sold quickly and for the most amount of money, it's critical that I get input from everybody. I want to make sure I have everyone's wants and needs met and nobody feels left out of the conversation. So it's critical that I speak with your wife. If we need to delay the appointment or if you want me to call her later, that's fine. Or if you're more comfortable with having her call me, that's great. I'm in the office XX-XX."

**What if you go to a showing and they mention they are going to be interviewing another agent after you? They have history with this agent, but they feel you are more professional.**

Don't offend the other agent! Bring the agent report card and speak from facts in a kind way.

In a downward market, expect the amount of listings to go up. People may be a little angry.

- When you're calling people and they are angry, you are typically trying to say the script quickly to get it out before they hang up, but, you should slow down your rate of speech. It makes people listen better. Start out the conversation normally and once you can tell they are angry, slow it down.