

# Role Play Cliff Notes

November 29, 2018

## How to Determine Time Motivation

- “We don’t *have* to sell right now” ... “I understand that, but you do *want* to sell, right?”
  - Objection: House is too small
    - “So what I’m hearing you say is if you’re selling your house for a little less money, you don’t want to move, right?” ... “Is \$36/month enough to keep you from having the home you want and the extra room you want?”

## Price Reductions

- John schedules the call in advance and sends the CMA
- Ask if they have a couple of minutes to talk so you know you have their attention.
- Stay Calm
- Based on their personality styles, 1- get to the point. Let them know a price adjustment is coming then explain why. OR 2- talk about market conditions and then let them come to the conclusion that they need to adjust.
- “What the National Association of Realtors has said and what I have learned in the past is that if we are getting a lot of showings and no offers, our price is anywhere from 5-7% too high. If we are getting hardly any showings, our price is probably 12% too high. Based on that information, what category do you think you fall in?”