

# Role Play Cliff Notes

December 13, 2018

## Lead follow-up: Seller wants to move forward next year

**Agent:** I was calling with 2 questions. Have you re-listed your home yet?

**Seller:** No, I mentioned I was going to wait till the beginning of the year.

**Agent:** Okay, so with that thought in mind, can we set an appointment this week to talk about getting it sold?

**Seller:** No, let's meet in January

**Agent:** Since my schedule is starting to get booked and I'm sure yours is too, let's go ahead and set up a time. Are you available the second week of January?

**Seller:** My schedule is not in front of me. Can you send me an e-mail?

**Agent:** I can! What time do you get off work?

**Seller:** 4:30

**Agent:** Okay, so maybe Tuesday the 8<sup>th</sup> around 5-5:30 would work?

**Seller:** I don't know, I don't have my schedule in front of me.

**Agent:** Okay, well let's tentatively plan for then and I'll send you an e-mail.

## Valerie doesn't work evenings and weekends

**Valerie:** I can appreciate that and I know how busy you are. So let's plan for a 15-minute phone conversation and we can do it around 11:30. I'll send you a reminder. We can get together, but not meet, and we can get all of the paperwork done via DocuSign.

**Seller:** Okay, but when will you see the house?

**Valerie:** I'm going to do all of my research ahead of time before we meet. I may have a few questions left and we'll be able to answer those and move forward on that day.

**Seller:** How can you put a price on our home if you haven't seen it?

**Valerie:** Well I'm looking at it online right now. Have you made any significant changes or updates since then?

**Seller:** Yes. New kitchen, new bath, repainted with nice hardwood floors.

**Valerie:** Great! I'm making notes of all of that. When my professional photographer comes over, we'll take a look at all of that. We'll get together on the phone and do the paperwork. The process from there is to get all the professional photos and we'll pin down the price. If it needs to adjust up or down, either way, we'll talk about that before we go on the market.

**Seller:** How will we get a chance to meet you and make sure you're the right person to sell our home?

**Valerie:** Let me ask you, what is most important about finding an agent?

**Seller:** Someone we are really comfortable with.

**Valerie:** Absolutely! And are you going to interview more than one agent to sell your home?

**Seller:** Yes, we were told to interview 3.

**Valerie:** Okay, have you met with them already?

**Seller:** No, you're the first. We have a meeting scheduled for next week for an agent to see the home.

**Valerie:** Okay. In that week, there might be another day that we can get together. You have a lunch time, don't you?

**Seller:** I do, but I live far from where I work.

**Valerie:** Okay, I can appreciate that. Let's do this. I'm going to research your property. We have plenty of time. We can pin down a time that is good for you and your wife. Do you have her phone number? I'll give her a call and we'll work on a time and whatever we come up with, we'll rally back around.

**Seller:** Okay, that sounds great.

**Valerie:** Okay, I'll call her, book the appointment and then we'll let you know.

***It comes down to value! People will meet with you at a time that works for you if they see the value in what you are offering.***

### **Seller wants to interview multiple agents**

**Agent:** What's important about interviewing 3 agents?

**Seller:** I was told by my financial planner to interview 3 agents.

**Agent:** Okay, great! So it sounds like someone you really trust recommended that. So let me ask you this, if when we meet you are comfortable and confident that I can sell your home, are you 100% committed to meeting with 3 agents or can we go ahead and get started?

**Seller:** Well he said I should talk to 3 people.

**Agent:** That usually is sound logic. I'm just asking what you would do if you found yourself in that?

**Seller:** I would take it under consideration. I rely on his advice and he said to interview 3 agents.

**Agent:** Okay, it sounds like you're committed to that. Can I ask a favor? In this situation, I would like to be last and I'll tell you why. In this marketplace, having the #1 market share, what I do is so dramatically different from everyone else that most clients feel better when we meet last so clients can compare what they've seen to me.

**Seller:** Okay!

**Agent:** When do you have your other appointments set for?

**Seller:** Tonight and Saturday morning. You can come in the afternoon.

**Agent:** Okay, what time is your agent coming on Saturday?

**Seller:** 10:00

**Agent:** Okay, most agents only need about 15 minutes to talk this over. Would it be okay if I came over at 10:45? I don't want to eat away your Saturday.

### **Continued (agent is not last to be interviewed)**

**Agent:** Can I tell you why people say to interview multiple agents?

**Seller:** Why?

**Agent:** 7% of the agents are selling 90% of the homes. So by you interviewing multiple agents, you are more likely to find one of those agents that are in the top 7%. Can I tell you something?

**Seller:** Yeah

**Agent:** On your first try, you are not only talking with someone who is in the top 7%, but in the top 1% in the country.

### **Seller wants to know what is different about you**

**Seller:** What do you do that is dramatically different?

**Agent:** You were an expired listing. How many phone calls did you get from agents?

**Seller:** A ton!!

**Agent:** Right, probably about 30-40. You mentioned to me that out of the 3 that you are interviewing, 2 are referrals. I'm the only one you're interviewing out of everyone that has called you, right?

**Seller:** Right!

**Agent:** That's just one of the main things I do differently than everyone else. I'm here and they're not.

**Seller:** Yeah, you just made good sense over the phone, sounded professional and like you really wanted to help me.

**Agent:** Which is what you want, right? So let's go ahead and sign the papers.

**Tip**

Google search "Zillow Hendersonville (or whatever market) agents" and you will see the top agents in the area. If you are high up, that can be a good resource when on an appointment.