

# Role Play Cliff Notes

December 6, 2018

## When they ask you to please stop calling...

Try again another day because they likely won't remember your name (when calling FSBO, expired, etc) if they continue to say the same thing, move on.

## When agents lie about their transactions and that affects your listing presentation...

- “Do you believe that past performance is a great indicator for future success? Would you like me to bring agent report cards from the MLS that will provide the most accurate information?”
  - They may say “I’ve already seen it.”
    - “I went ahead and pulled that agents report card and unfortunately, it doesn’t look like you are being told the complete truth. Would it be okay if I sent the agents report card along with mine?”
  - Follow up with a phone call- “I know the information you were told by that agent isn’t exactly correct. Do you want to do business with an agent that exaggerates the truth?”

## When people are set on making a certain number off their home and if they don't get it they won't sell...

- “So you’re not going to sell your house for \$425,000 because you really want to get \$430,000-432,000 and if you can’t get it, you are going to cancel your \$500,000 purchase.”
- “Just to make sure that I’m on the same page, you are getting this house because it’s a bigger house, a bigger yard and more space for your family to be happy in, right?”
- “So the money is the only thing stopping you from this move?”
- “So let’s say there is a \$10,000 gap, let’s jump ahead for a second. If the average appreciation in our market is 5% a year, let’s make it 4% for this. If you were to buy that new house and it appreciates at 4% which is \$20,000, you’re looking at \$100,000 in appreciation after 4 years. And if the house at \$425,000 is going to appreciate, that’s \$17,000, so you have a \$3,000 gap every year. After 5 years, you will be \$15,000 ahead of the game if you were to accept the offer today and buy the bigger house. You’ll have the benefits of the space and the yard for your kids. And not only are you going to have the bigger space, but you’re also going to have an extra \$15,000 in your pocket after 5 years- is that a problem?”

## Using a Listing Plan of Action

During your prequal, they might say “What are you going to do to sell my home?” “That’s a great question! That’s why in our seller’s guide we have a 22-point plan that we use every time, which allows us to sell \_\_\_% of our listings at an average days on the market of \_\_\_ at \_\_\_% of list price. So please be sure to read that before I come out and if you have any questions when I’m at the property, feel free to ask them.”