
COMPLIMENTS OF RRi

POWER
SCRIPTS &
DIALOGUES

RRi Lifetime Referral System® Scripts

Database Contact - First Call	2
Database - Ongoing Communication	3
1 Day, 1 Week, 1 Month Post-Sale Service Follow-Up	4

Prospecting Scripts

Telephone or Door Knocking - Just Listed / Just Sold	5
Door Knocking - Buyer for the Area and Close for Appointment	6
FSBO First Contact	7
FSBO Onsite Inspection	8
Lead Follow-Up - Listing & Open House	9
Buyer Prequalification Questions	10
Seller Prequalification Questions	11
Close for Listing and Buyer Appointments	12

Presentation Scripts

Buyer Presentation (In Person)	13
Listing Presentation (In Person)	16
Listing Appointment Objection Handlers	19

[THESE SCRIPTS MUST ONLY BE USED IN COMPLIANCE WITH ALL APPLICABLE FEDERAL, PROVINCIAL AND STATE LEGISLATION, PRIVACY ACTS, NO CALL LAWS, CASL AND COMPANY POLICIES]

Lifetime Referral System

DATABASE CONTACT - FIRST CALL

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EDUCATE

- Hello, it's _____ with _____.
I wanted to give you a quick call to let you know about some exciting things happening in my real estate business.
- My ultimate goal is to become an invaluable real estate and homeowner resource centre. And I am excited to provide such services as a complimentary monthly newsletter (or e-newsletter) with homeowner tips and trends, information on current market statistics, and a comparative market analysis report for your home on an annual or semi-annual basis. I have also launched a new section on my website dedicated to providing you with the highest quality homeowner resources complete with exclusive discounts and customer specials.
- Does this sound like something of interest to you? Excellent, I will get you started on our monthly Preferred Client Update right away. You will start receiving this in the mail from next month. *OR* Excellent, can I confirm your email address so you can start receiving our e-newsletter right away? **Some databases require for CASL** › You will receive a confirmation link in the first email for you to confirm your email address and permission for us to email you. Simply click the link and your newsletters will arrive.

QUALIFY

- I am dedicated to providing the highest level of service and expert real estate advice to anyone thinking of buying or selling in your market area. I know real estate can be very stressful and my job is to help demystify the process and provide buyers and sellers with key market information and expertise that will help them make an educated decision with what is, in most cases, their most valuable asset.
- I was wondering... do you know someone considering to buy or sell real estate in the next few months and may need some advice? A friend, relative, neighbour or someone from work? Excellent, thank you. *OR* No problem, keep me in mind if someone pops up. I would love to help in anyway I can.

GET PERMISSION TO COMMUNICATE (CASL) AND HOW TO COMMUNICATE

- One last thing, would you mind if I stayed in touch with you every few months or so to keep you informed of any market changes and of course answer any real estate questions you may have at that time? Fantastic. What is the best way for me to stay in touch? Email, telephone, text message, Facebook, mail? (RECORD)

PROFILE

- Fantastic – can I just confirm a few contact details for my records? (RECORD) I look forward to speaking with you again in the next few months. In the meantime, if you have any questions or know of someone thinking of a move, please feel free to contact me anytime.

Lifetime Referral System

DATABASE - ONGOING COMMUNICATION

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- Hello, this is _____ with _____.

Open every conversation with something of value and/or real-time information about changes in the real estate market that is relevant to them:

- There have been a number of homes selling in your neighbourhood recently. Are you curious to know what they sold for?
- Would you like me to email you copies of the listings?

Other examples of reasons to call:

- To provide key real estate information - average sales price up or down
 - Average number of days on the market
 - Interest rate news
 - Value added ideas or opportunities
 - Invite to an upcoming Customer Appreciation event
 - Birthday, anniversary (of the purchase of their new home) or congratulating a milestone
 - New store opening or upcoming community event
- Have you been receiving our Preferred Client Update newsletter or e-newsletter? Excellent.
 - Are there any questions you have regarding the real estate market, or any real estate needs we can help you with right now?
 - I also thought I would check in to see if you know of anyone who might be considering a move over the next few months.
 - It was a pleasure speaking with you today, please keep us in mind for any real estate needs you or someone you know may have. It is our pleasure to help.

Lifetime Referral System

1 DAY, 1 WEEK, 1 MONTH POST-SALE SERVICE

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1 DAY AND 1 WEEK AFTER CLOSING CALL

- Hello _____, this is _____ with _____.
- I wanted to give you a quick call to say thank you for the opportunity to serve your real estate needs. I also wanted to check in, just in case any challenges or concerns came up regarding your new home (or sales transaction) that I might be able to help you with.
- Excellent. If anything does come up, please don't hesitate to call. We are here to help.

30 DAY CALL – BUYER

- It's been just over 30 days since your move and I wanted to let you know I am still in touch with the seller. Have any questions or concerns popped up since our last call that I can assist you with?

30 DAY CALL – SELLER

- It's been just over 30 days since your move and I wanted to ask, have any questions or concerns popped up since our last call that I may be able to assist you with?

CONTINUE FOR BUYER OR SELLER CLIENTS

- My job as your real estate advisor is more than just helping you buy or sell a home. It's making sure that you are kept informed of what's happening with your investment long after the sale is done as well as provide you with value-added homeowner information.
- I offer a complimentary Preferred Client Update newsletter (or e-newsletter) with key real estate information and homeowner articles. Is this something you would be interested in receiving? Excellent.
- I want to thank you again for the opportunity to serve your real estate needs. I will be in touch every few months or so to answer any questions you may have.
- In the meantime, should you hear of anyone thinking of a move, please keep us in mind, we would be happy to assist in any way we can.

If anyone gives you a referral, send them a hand-written thank you note or a small gift. Schedule a follow-up call for every 60 - 90 days.

Prospecting

TELEPHONE OR DOOR KNOCKING

[THESE SCRIPTS MUST ONLY BE USED IN COMPLIANCE WITH ALL APPLICABLE FEDERAL, PROVINCIAL AND STATE LEGISLATION, PRIVACY ACTS, NO CALL LAWS, CASL AND COMPANY POLICIES]

- Hi _____, this is _____ with _____.

JUST LISTED

- The reason I'm calling (or stopping by) today, is that we just listed a home for sale in your neighbourhood. I know quite often you drive by the signs and if you're anything like me, you're probably curious as to what they are listed for. So I thought I would give you a quick real estate update on what's happening right here in your neighbourhood. How does that sound? *Give them the address, details and price of the new listing(s).*
- Would you like to receive a copy of the listing?
- There seems to be a lot of interest in your neighbourhood right now... I'm curious, do you know of anyone who might be interested in moving to your neighbourhood?
- As I said earlier, many people are curious when homes get listed in their area, would you like me to email you copies of any new listings as they come up so that you know the asking price?
- *If yes... have a sheet or card they can fill out to capture their contact information.*
- Are there any other questions you have regarding the real estate market that I might be able to answer for you?
- Thank you for chatting with me today, please take my number/card and should you know of anyone that might be interested in moving to your neighbourhood or if you have any questions or real estate needs, call me anytime. Have a great day.

JUST SOLD

- There have been a number of homes sold in your neighbourhood recently and I was wondering if you would like to receive a complimentary market evaluation of your home?

Prospecting

DOOR KNOCKING

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BUYER FOR THE AREA (USE ONLY IF YOU HAVE A BUYER IN THE AREA)

- Hello, this is _____ with _____.
- I specialize in selling homes in your area and I am working with a buyer who is looking for a home in your neighbourhood.
- I was wondering... do you know of anyone that might be interested in selling their home in the next few months?
- There has been a lot of interest in your neighbourhood lately. Have you thought about moving at all? *(If they say no, move on to next house, if yes, continue)*
- If we could get your home sold at the right price and achieve a closing date suitable to you, would you be interested in selling?

CLOSE FOR LISTING APPOINTMENT | COMMISSION QUESTION

- Commission is negotiable and I assure you I am competitive. If you have 20 minutes to meet with me, I'd be happy to discuss my services as well as some strategies on how I can help maximize your bottom line. I can promise it will be time well spent and even if you choose not to work with me, you'll at least walk away with some new ideas on how you can sell your home for top market value. How does that sound?
- Excellent. Let's set up a time to get together so I can take a look at your home and see if it would be a good fit for our buyer.
- I have an opening in my schedule at _____ or _____. Which would work best for you?

Prospecting

FSBO | FIRST CONTACT

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SPECIALIST IN THE AREA

- Hello, this is _____ with _____.
- I specialize in selling homes in your area and I noticed your sign/ad.
- Is your home still available or have you sold it?

Owner: Yes, it is still available.

- As a specialist in your area, I work with a number of buyers who are looking in this area and like to stay on top of what's happening in your neighbourhood. Would you mind if I asked you just a few questions?
 - 1) When your home sells, where will you be moving?
 - 2) If a buyer was to come along today, what sort of closing date are you looking for?
 - 3) How much are you asking for your home?
 - 4) How long have you been trying to sell your home yourself?
 - 5) If you're like most private sellers, you probably have a time frame in mind as to how long you will try selling your home on your own. Do you know when you may be considering the services of a real estate sales professional for the sale of your home?
 - 6) Would it be okay if I kept your home in mind for any buyers I am working with?

INSPECTION

- With _____ homes on the market, it helps if I know more about what makes your home attractive to a buyer.
- To do this, I'd like to have a quick look at your home, no sales presentation, just a quick inspection.
- I have an opening in my schedule at _____ or _____. Which would work best for you? While I'm there I would be happy to share some ideas on what I do to get homes sold. That way you can compare what I do to what you're doing and it may give you a few more ideas to try.

Owner: No, it is sold.

If the owner has sold, remember having information that is not easily accessible can be an asset on listing presentations especially if a FSBO sells for less than market value and in a longer period of time. If the owner is willing, discover what you can about the property - sale price, how long it took, who bought it.

- Congratulations, that must be a huge relief. I appreciate how stressful selling a home can be. As a specialist in your area, I like to stay on top of the real estate market trends and anomalies. May I ask, what was the price you sold your home for?
- I am also wondering, how long did it take you to sell?
- I sincerely appreciate your time today _____, and best of luck on your move.

VOICE MAIL SCRIPT

- Hello _____, it's _____ calling from _____. I'm calling today because I specialize in selling homes in your area and I noticed your sign/ad. I have a couple of important questions I was hoping to ask about your home and I would love it if you could call me back at _____.

Prospecting

FSBO - ONSITE INSPECTION

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When you arrive, ask the owner to walk you through the house and have them pretend you're a perspective buyer to get you acquainted with their home. Suggest that if you come across a buyer, you will be happy to bring them through. Gain all the information that a buyer might want to know: permits, warranties, inclusions, timelines, offers, open houses, etc.

Reconfirm the answers to the questions that you asked on the phone, or get the answers now. Develop rapport by asking questions about the home and their move. At some point during the visit, discover how they determined their asking price.

SCRIPT - DETERMINING THE PRICE

- As I know you have experience, there are a lot of factors that go into determining an asking price for a home, and I was wondering how you determined your asking price. Often the price that a seller is asking is not the same as the price that they are willing to sell it for. Do you have an idea of what you want to net out of the home?

Note: don't press the point if they are not willing to disclose that. You are developing rapport only. Ask to keep any information brochures that they have on the home.

POWER QUESTIONS

- Mr./Mrs. Seller, may I ask if we had a qualified buyer willing to pay a price that was acceptable to you, would you be open to accepting such an offer through our company?
- If you felt that you could achieve a higher sale price, in a shorter period of time and with fewer challenges by doing business with us, would you consider us for the job?
- If you felt that you could net an additional \$1000 - \$_____ by having me represent you for the sale of your home, would you do so?

On the way out the door, ask two questions:

- If I had buyers in my car on Saturday morning who wanted to see your home, would you be comfortable with me knocking on the door for them to have a quick look?
- Also, would you be comfortable paying a commission if your home was a good fit for my clients?

Lead Follow-Up

LISTING LEAD FOLLOW-UP

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- Hi _____, this is _____ with _____.
- Back on (date) _____ you mentioned you might be interested in _____ (repeat their plans).
- At that time, you mentioned your time frame was _____ (repeat).
- I wanted to give you a quick call to follow up. Are your plans still the same?
- As I said on our last call, I specialize in selling homes in your area. Let's set a time to get together so I can take a look at your home. While I'm there I can share some ideas on how I can get your home sold.
- I have an opening at ____ or _____. Which would be better for you?

To determine if they are a lead they must be able to answer the following questions:

- 1) Where will you be moving to?
- 2) When would you like to be moved by?
(If they don't have a where or when, ask, "Why are you considering moving?")
- 3) When would you like to list your home for sale?
- 4) Will you consider me for the job at the time? Or/
You would like me to handle the sale, is that correct?

OPEN HOUSE LEAD FOLLOW-UP

- Hi _____, this is _____ with _____. We met yesterday at the open house on 123 Any Street.
- I wanted to give you a quick call to follow up and make sure I answered all your questions about the home. Is there any additional information you would like on the home?
- Mr./Mrs. _____, I am so glad you stopped by the open house and I was hoping you could provide me with your thoughts on the home. Was there anything specific that appealed to you? Anything that didn't appeal to you about the home?
- I was wondering what brought you to the open house? (Listen for answer i.e. the yard looked big, I like the neighbourhood). *Repeat it back.* So you came because it had ____ (feature), but ____ (feature) doesn't work for you, is that correct?
- I know of a few properties recently listed that have BOTH those features. Would you be interested in learning more about them?
- Excellent, let's set a time to get together and review all the homes currently for sale in your price range and criteria. I have an opening at ____ and _____. Which would be better for you?

Prospecting

BUYER PREQUALIFICATION QUESTIONS

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THE PRIMARY GOAL OF THESE QUESTIONS ARE TO DISCOVER MOTIVATION.

- 1) Is this home within your price range?
- 2) How long have you been looking for a home?
- 3) Are you familiar with the area?
- 4) Have you had a chance to see many other homes?
- 5) Have you seen any homes that you like?
- 6) What has been the hardest part for you in finding your next/new home?
- 7) Are you working with any other agents?
- 8) Have you been preapproved for a mortgage?
- 9) Do you have a house to sell?
- 10) Do you mind me asking why you are moving?

ONLINE:

- 11) Do you do most of your house hunting online? Is it more convenient for you?
- 12) What is your biggest challenge about looking for homes online?
- 13) Have you heard of the Home Match System?
- 14) Would receiving new listings automatically to your inbox make things easier for you?
- 15) Have you been looking very long for a home?

LOOKING FOR A WHILE:

- 16) Are you having challenges finding the right home?
- 17) If you don't mind me asking, why haven't you purchased a home yet?
- 18) What specific features are you looking for in a home?
- 19) What features are important to you in a neighbourhood?
- 20) Are you purchasing the home on your own or is anyone else involved?
- 21) When do you hope to be moved by?

Prospecting

SELLER PREQUALIFICATION QUESTIONS

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THE PRIMARY GOAL OF THESE QUESTIONS ARE TO DISCOVER MOTIVATION.

- 1) I was wondering, how did you come to call me today? (If it is a call in)
- 2) Do you know where you would like to move to?
- 3) When do you want/need to be moved by?
(If no, “where” or “when” then ask “why” are you moving?)
- 4) How long have you lived at this address?
- 5) Was this the last time you bought or sold real estate?
- 6) Are you familiar with real estate prices in the neighbourhood?
- 7) Do you have an idea as to what your home is worth?
- 8) Have you tried selling your home before?
- 9) Besides yourself... is there someone else who owns the home with you?
- 10) Will he/she/they be there when we get together?
- 11) Do you know what you’re looking for in a real estate professional?
- 12) When we get together, if what I say makes sense and you feel comfortable and confident that I can sell your home, are you prepared to move forward? If not, may I ask why?
- 13) Can you tell me a little bit about your home?

Prospecting

CLOSE FOR LISTING APPOINTMENT

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- I'm looking at my calendar and I have an opening tomorrow at 1:00 pm or would Friday at 3:00 pm work better for you? *(Give them options, don't ask for options)*
- I'm going to send you my Informed Seller's Guide to introduce myself and my services a little better. I will also include a note confirming the date and time of our appointment.

QUESTION | OBJECTION FROM POTENTIAL SELLER:

- **(Seller)** What is your commission rate?
- **(Agent)** Commission is negotiable and I assure you I am competitive. I'll be happy to discuss the different options available to you as well as some strategies on how to put more money in your pocket when we get together. I can promise it will be time well spent.
- **(Agent)** One last thing, there is a form in the Seller's Guide titled "The 10 Best Features of My Home." Would you mind taking just a few minutes to complete this form before our meeting?
- Great, thank you. See you Friday.

CLOSE FOR BUYER APPOINTMENT

- I'm looking at my calendar and I have an opening tomorrow from 1:00 pm until 2:00 pm or would Friday from 3:00 pm until 4:00 pm work better for you? *(Give them options, don't ask for options)*
- I'm going to send you my Informed Buyer's Guide to introduce myself and my services a little better. I will also include a note confirming the date and time of our appointment.
- One last thing, there is a form in the Informed Buyer's Guide I am sending titled "5 Must Have's and 5 Things I Cannot Have in My New Home." Would you mind taking just a few minutes to complete this form and review this package before our meeting?
- Great, thank you. See you Friday.

Presentations

BUYER PRESENTATION

[PAGE 1 of 3]

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- Thank you for meeting with me today. Are you as excited as I am to see some houses?
- Before we leave, there are just a few things we need to go over. Can we agree that our goal is to get you the best house for your needs at the best price? Excellent. I've put together a package to explain how we are going to do this. Let's take a moment to go over the most important documents.

WORKING WITH A REALTOR® BROCHURE

- This brochure is not a contract, but as a real estate professional, I am obligated to review the different types of representation with you. More importantly, I want you to be aware of how we can ensure you receive the best personal service and the best price!

SELLER REPRESENTATION

- _____, every house we will view today will be under contract. The seller will have a contract with the listing brokerage, and the listing agent must always do what is in the best interest of the seller.

BUYER REPRESENTATION

- Like the listing agent protects the seller, my job is to protect you as the buyer. This goes well beyond showing you homes: I'll point out any defects I notice about a home, educate you on which homes and areas have the best resale value, and ultimately negotiate the lowest possible purchase price with your ideal closing date when the time comes.
- Excellent. We'll go over how we can accomplish this in a moment.

MULTIPLE REPRESENTATION

- If I ever show you a property listed with our company, such as the home(s) we are seeing today, you are still protected. We will never share your private information with the seller, however, we will also not share "inside information" about the seller. Does that sound fair? Do you have any concerns?

Presentations

BUYER PRESENTATION

[PAGE 2 of 3]

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BUYER REPRESENTATION

- _____, this is what allows us to work in your best interest at all times. Are you familiar with this agreement? Before this agreement existed, it was essentially “buyer beware” when it came to buying a home. Now you can be guaranteed your interests as the buyer are well taken care of. How does this sound?
- The best part is that as the buyer, it doesn’t cost you a cent! Let’s take a moment to go over the details of the agreement (*review agreement*).
- You’ll notice here in the commission section an amount of ____ %. As I mentioned, the seller is typically responsible for paying this amount, however, there are **three situations** to avoid to ensure you are getting the best deal:

- 1) If you were to purchase with another agent, you would be obligated to pay the commission.

(Buyer) But what if the seller’s agent could offer us a better deal?

(Buyer Agent) Remember, the seller’s agent is working in the seller’s best interest, not yours.

For example: we had a client who purchased a home through the listing agent because they were told the commission would be reduced by \$5,000, and those savings would be passed along to the buyer. Soon after they moved in, they discovered the same model sold across the street to another couple for \$10,000 less. That \$5,000 they saved wasn’t such a great deal anymore. When you have buyer representation, rest assured you will receive all the important information required to determine the proper value of a home.

- 2) The second situation is homes listed privately for sale. This isn’t to say you can’t purchase a home privately for sale – I do ask though that you let us approach the seller on your behalf, as many are willing to work with the buyer agents.

(Buyer) What if we see a private home we really like and they aren’t willing to cooperate with you?

(Buyer Agent) Would you be comfortable purchasing a home without an objective opinion on the value and condition of the house? Are you comfortable knowing what to ask for and what legal documents are required to ensure the house firms up and closes?

Presentations

BUYER PRESENTATION

[PAGE 3 of 3]

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CLOSE FOR BUYER AGENCY

- _____, I know actions speak louder than words, so here is an outline of the results I've achieved for other buyers in the past. You'll notice that on average, my buyer clients have purchased their homes for significantly less than asking price. I've also attached some testimonials and references for you to call.
- _____, I am so excited to help you get the best home for the best price, and I hope you feel confident that we will do an outstanding job for you. Are you ready to get started?

OBJECTIONS

- **(Buyer)** Do I have to sign this agreement today? I don't know you well enough yet.
- **(Buyer Agent)** How about we treat the next week as a "test run," so that you have some time to get to know me and how I work. If all goes well, let's complete the paperwork next week. Sound good? Excellent.
- **(Buyer)** What happens if I don't buy within the time period in the agreement?
- **(Buyer Agent)** Nothing! You are not obligated to purchase a home, and no money will be owed. The only exception is the Holdover Clause that we discussed earlier (*review Holdover Clause*).
- **(Buyer)** What if we aren't happy with your services?
- **(Buyer Agent)** This agreement is with the entire brokerage, not just myself. So if for any reason you do not want to continue with me, another agent from our office can assist you for the remainder of the engagement. Does that sound fair?

Presentations

LISTING PRESENTATION

[PAGE 1 of 3]

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INTRODUCTION | AGENDA REVIEW

- Thank you for inviting me into your home.
- REVIEW AGENDA
 - Understanding Your Needs & Goals
 - Tour of Home
 - Current Market Conditions
 - Qualifying Any Real Estate Professional
 - My Qualifications
 - Pricing Your Home
 - My Strategic Marketing
- To start, let's review a few key details.
(Go over Listing Appointment Form and Discovery Questions)
- Next I'd like to have a quick look around. While I'm doing this, if I see anything that could be done to help you increase the value - would you mind me making these suggestions?
(Go through the home and give tips on how to make the home more saleable)
- Is it okay if we sit down? *(kitchen - dining room table)*

REVIEW CURRENT MARKET CONDITIONS

- Current Months of Inventory—help them understand balanced market vs. buyer or seller market
- Average Days on Market (how long are listings taking to sell)
- Average List to Sale Price
- % of Listings that are selling each month
- Any other key market information that is relevant to their home/neighbourhood

Presentations

LISTING PRESENTATION

[PAGE 2 of 3]

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QUALIFYING ANY REAL ESTATE PROFESSIONAL

- I would imagine your home is your most valuable asset and you want to hire a highly qualified sales professional to sell your most valuable asset.
- May I take a few minutes to help you understand how you can qualify any real estate sales professional—whether it's me or any other real estate professional?
- Excellent, thank you.
- To qualify any sales professional there are **four things** you need to know:
 - 1) On average, how long are their listings taking to sell?
 - 2) On average, what percentage of list price are they negotiating for their sellers?
 - 3) On average, what percentage of the listings they take on are actually selling?
 - 4) How many homes have they sold?

MY QUALIFICATIONS

- My belief is simple: In most cases, it's not what I'm going to do to get your home sold that matters, what matters most is, does what I do, actually work?
- As an example, let's say you needed surgery. I would guess that you would be less interested in learning exactly how your doctor was going to perform the surgery and more concerned with how many surgeries he/she had performed and most importantly, how many of his/her patients survived.
- As such, I won't spend a lot of time telling you the countless tasks I'm going to do to get your home sold or detail a 62 point marketing plan; I would however like to focus on what I've already done and how it compares to the market average.

REVIEW YOUR STATS (OR YOUR COMPANY'S) VS. BOARD AVERAGE

USE VISUALS - GRAPHS

Presentations

LISTING PRESENTATION

[PAGE 3 of 3]

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PRICING YOUR HOME

- I believe 80% of the marketing of your home will take place right now when we determine the right price. In this market it is critical to establish a marketable price for your home. To help us with this, I have prepared a CMA (comparative market analysis) which includes:
 - 1) Homes presently for sale in your neighbourhood.
This is who our competition will be when we go to market.
 - 2) Homes recently sold in your neighbourhood.
Unfortunately, you and I don't determine what homes are worth, the purchasers do. After looking at all the homes for sale suitable to them, they will decide which one is the best value. Recently sold homes give us true market value, not listings.
- Any questions so far? (*Go through the comparative market analysis*)
- After looking at these comparable homes, what do you feel is a marketable price for your home?
- I believe, based on the information we have here, a marketable price would be \$_____.
- Are you comfortable listing at that price? Excellent.
- (*If no, go to Objection Handlers*)

YOUR STRATEGIC MARKETING PLAN

- Review your strategic marketing plan—what you do better/differently than others to ensure maximum exposure and marketability of their home.

Presentations

LISTING APPOINTMENT OBJECTION HANDLERS

[PAGE 1 of 2]

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OBJECTION 1: WE WANT A HIGHER LIST PRICE....

- The home-owner wants to list at a higher price; another sales professional gave them a higher sale price, or they want to start at a higher sale price and come down later:
- I understand what you are saying...
- *(Possibly they emphasized listed prices.)* What I am most concerned with though is what has actually SOLD and CLOSED in your neighbourhood.
- There are only two places you can price your home. You can price it in line with other homes that are NOT sold, or you can price it in line with homes that have actually sold. If you were a willing buyer, which listings would you be more apt to consider?

or/

- My preference is to ensure you get the most activity which will generate the most offers allowing you to retain the option of turning them down, rather than have no offers at all.

or/

- If we happen to get a low offer, my job is to negotiate the buyer up rather than list at a price that may not attract any offers at all. Does this make sense? ...CLOSE.

or/

- I understand. Unfortunately, statistics show that our chances of selling decreases dramatically after the first 30 days. It's critically important to be priced competitively out of the gate—can I explain why? (Research statistics - use visual)
- When a new listing comes out, it attracts a great deal of attention and usually generates the most amount of showings. If your home is not sold in 30 days, the educated buyers have decided that the price is too high and have moved on to other listings.
- Are you prepared to risk the most amount of buyers overlooking your home in the first 30 days, and drastically reduce your chance of selling?
- Are there any other questions I can answer for you or shall we go ahead and get the paper work done?

*It would be a good idea to use a chart to demonstrate your points with visuals.
Put in your statistics for % of homes sold in the first 30 days.*

Presentations

LISTING APPOINTMENT OBJECTION HANDLERS

[PAGE 2 of 2]

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OBJECTION 2: WE WANT A LOWER COMMISSION RATE...

- I understand completely...
- You are correct, commission is negotiable... May I ask you if you are looking for the best bottom line or the lowest commission rate? As a real estate sales professional, I am confident in my ability to provide exceptional value not only as a highly-skilled negotiator that will ensure you achieve the highest possible price, but achieving this in the least amount of time potentially adding thousands of dollars to your bottom line... May I show you exactly how working with me will actually cause you to net more? (Demonstrate value and an increase in bottom line) Sound fair?
- Let's go ahead and get the paperwork done.
or/
- As you know, our real estate board shows that the average real estate sales professional is only selling ___ homes per year. As such, most real estate professionals lack the support network and marketing strategies necessary to ensure your home will sell and sell for the highest possible price.
- Remember, the board also showed that only ____% of homes that go on the market are even selling.
- Have you ever considered how you would feel if your doctor agreed to reduce his/her fees? Would you be a little concerned if you knew they were cutting some of their services out when they cut their fees?
or/
- One of the most important reasons to hire a sales professional is to negotiate on your behalf to achieve the highest possible sale price for your most valuable asset.
- If a sales professional has demonstrated to you up front that they cannot negotiate their own commission, are you concerned that they may not be the best negotiator for the sale of your home?
- _____, I'm going to be tough on the commission and even tougher on the sale price of your home. Let's go ahead and get the paperwork done, sound good?

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1.800.298.9587 | info@richardrobbins.com
6061 Highway 7, Suite 201, Markham, ON L3P 3B2
www.richardrobbins.com