
Compliments of RRI

Power Scripts & Dialogues

Table of Contents

RRI Lifetime Referral System® Scripts

- Database Contact - First Call Apology 2
- Database - Ongoing Communication 3
- 1 Day, 1 Week, 1 Month Post-Sale Service 4
- Strategic Alliance - Introduce Call 5

Prospecting Scripts

- Just Listed/Just Sold - Telephone or Door Knocking 6
- Door Knocking - Buyer for the Area and Close for Appointment 7
- FSBO | First Contact 8
- FSBO | Onsite Inspection 9
- Lead Follow-Up - Listing Lead 10
- Lead Follow-Up - & Open House 11
- Buyer Call In | Setting An Appointment 12
- Buyer Appointment Objection Handlers 13
- Buyer Prequalification Questions 18
- Seller Prequalification Questions 19
- Close for Listing Appointment 20
- Close for Buyer Appointment 21

Face-to-Face Presentation

- Buyer Presentation (In Person) 22
- Listing Presentation (In Person) 25
- Close for Listing Paperwork 29
- Listing Appointment Objection Handlers 30

Customer Service Scripts

- Listing Price Adjustment (Reduction) 33
- Showing Feedback 35
- New Listing Client - Overview of Process 36
- New Buyer Client - Overview of Process 37

Database First Call Apology

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Educate

- Hi _____ it's _____ with _____ .
I wanted to give you a quick call to apologize for not staying in touch and more importantly 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 database. 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? You will receive a confirmation link in the first email for you to confirm your email address and give 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 buying or selling real estate in the next few months and may need some advice? A friend, relative, area 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

- 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.

Database OnGoing Communication

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

- 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 area 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.

1 Day, 1 Week, 1 Month Post Sale Service

[These Scripts Must Only Be Used In Compliance With All Applicable Federal,
Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

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.

Strategic Alliance - Introduction Call

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

- My name is _____ and I am a real estate sales professional with _____ .
- Your name was given to me by _____ and your services came highly recommended. You had done some work for them this past year and they were extremely happy with your services.
- I was wondering if you'd be interested in growing your business with more referrals? I am implementing a value-added homeowner resource directory this year as part of my business strategy and want to provide my buyers, sellers and past clients with information and links to exceptional local businesses.
- My goal is to become a homeowner's one-stop resource for the highest quality services for their home and real estate needs.
- Would you be interested in meeting with me to talk about this relationship?

Door Knocking or Telephone

Just Listed/Just Sold

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation 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 area. 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 area. 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 area right now... I'm curious, do you know of anyone who might be interested in moving to your area?
- As I said earlier, many people are curious when homes become 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 area 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 area recently and I was wondering if you would like to receive a complimentary Valuation of your home?

Door Knocking

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

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 area.
- 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 area 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 Appointment

- 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?

FSBO First Contact

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

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 area. 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 that 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 _____ .

FSBO Onsite Inspection

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

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 \$1,000 - \$ _____ 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?

Listing Lead Follow-up

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

- 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:

- Where will you be moving to?
- When would you like to be moved by?
(If they don't have a where or when, ask, "Why are you considering moving?")
- When would you like to list your home for sale?
- 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

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

- 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 area). 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 work best for you?

Buyer Call in | Setting an Appointment

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Buyer: I Just Want To See The Home.

- We would be happy to show you this home.
- Before we do, may I take a few minutes to explain how we work and how we have helped many home buyers in the past find their dream home at extraordinary prices.
- Normally when we show buyers a home that they called on, it is rarely the perfect home for them. In fact, only _____% of callers actually buy a property they called about. (Research and know these statistics)
- In the interest of saving you time and money, we offer a complimentary home needs analysis to understand exactly what you are looking for and to best match you with your ideal home. We also go over what's happening in the real estate market right now to help you make informed buying decisions.
- Would you like to go ahead and schedule a time for your home needs analysis?
Excellent. I have an opening _____ or _____, which works best for you?

Buyer Appointment Objection Handlers [1/5]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal,
Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Objection 1: Can You Just Email The Information On The Home?

- If that's what you would prefer, of course I can email you the listing information. However, you may want to consider how much time you could save by reviewing ALL the homes for sale that meet your criteria.
- I do specialize in this particular area and have inspected all the homes for sale. I could save you countless hours previewing homes that may not be what you are looking for. Would you like to save some time and go over each home for sale to identify which ones are really right for you?

(If Yes) Great let's set a time to get together to review the current homes for sale and at that time, I can show you exactly what I do to help buyers find their perfect home at the best possible price. I am available at _____ or _____, which one works best for you?

(If No) I understand. Would it be helpful to you if I set you up on our automatic Home Match System? It ensures you receive the newest listings that meet your price range and criteria as soon as they come out.

- Great! Let's take a moment to discuss your "must haves" and I will get you set up today. I will call you on _____ at _____ to make sure you are receiving them.

Buyer Appointment Objection Handlers [2/5]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal,
Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Objection 2: We're Just Starting The Process And Not Sure What We're Looking For.

- I can help with that - I would be happy to send you our Informed Buyer's Guide. It's brimming with great information on what steps are most important when buying a home. Would you like me to send you this guide?

Great! What address should I send it to? I will follow up on _____ at _____ to make sure you received it.

- _____, as you are just starting to consider buying a home, do you mind me asking if you've been preapproved for a mortgage yet? _____, I do recommend this be your first step. Before you begin looking for a home, it's important to know how much you are comfortable spending. When you do find your dream house, you'll have an easier time negotiating knowing everything is in order. Best of all, if interest rates rise, you'll get the benefit of having locked in a lower rate. Sound good?
- Would you like me to forward you contact information for some of the local mortgage representatives our clients have used and recommend?
- Great. I'll follow up at _____ to make sure you received the information.

Buyer Appointment Objection Handlers [3/5]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Objection 3: We're Not Interested In Seeing Homes With Anyone Other Than The Listing Agent.

- Do you mind me asking why?
- **(Buyer)** I think we can get a better deal by purchasing a home with the listing agent because they can reduce their commission.
- _____, it's not uncommon for home buyers to think this, and you are correct, some agents may offer to reduce their commission to get the home sold. However, I would like to show you a different perspective that may save you even more money in the long run. May I explain?

(If Yes) When a listing agent shows the home, they have a legal obligation to work in the seller's best interest at all times. What this means is that the listing agent is not likely to disclose any market information that would be harmful to the seller, such as what similar models have sold for in the past. This certainly does not make the listing agent dishonest in any way -- they are simply doing their job for their sellers.

- Here's an example: Let's say you saw a house listed for \$400,000, and the agent said the seller would be willing to part with it for \$390,000. Does that sound like a good deal?... Now what if you discovered later that the exact same model had been selling for closer to \$380,000 – do you still think it's a good deal?
- _____, I pride myself on finding the right home for my buyers, at the right price. Your best interests come first, not the sellers. I'd love to show you some homes and explain to you how I can accomplish this for you. How does that sound?
- Excellent. I am available at _____ and _____, which one works best for you?

Buyer Appointment Objection Handlers [4/5]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal,
Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Objection 4: Another Agent Is Willing To Give Us Part Of Their Commission.

- _____, I can certainly appreciate that every dollar counts especially with such a major purchase, however, may I share with you a couple of factors you may want to consider first?
- Have you considered that a sales professional who is not able to negotiate his/her own commission, may not be the best qualified sales professional to negotiate the purchase price of your most valuable asset?
- On average, I negotiate _____% less than asking price for my clients. On a \$400,000 house, this equates to a \$_____ reduction. With my extensive market research and expert negotiating skills, you can rest easy knowing you will achieve the best purchase price possible.
- When someone invests in my services, their return on the investment more than compensates for any reduction in commission but equally as important, they have the added comfort of knowing they made a well-informed and well-valued purchase.
- Would you like to go ahead and set a time to get together to go over the value I can bring to your home purchase?
- Excellent. I have an opening in my schedule at _____ or _____. Which would you prefer?

Buyer Appointment Objection Handlers [5/5]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal,
Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Objection 5: I Want To Wait Because I Think The Market Will Go Down.

- I understand, many people have this concern. I wish I knew for certain where the market is headed but the truth is, no one knows for sure.

There are, however, other factors you may want to consider when deciding when to purchase:

- If you are renting right now, how much more money will you spend hoping for the market to go down? (Compare buying vs. renting)
- Interest rates are at an all time low – if you wait to buy a home in hopes of a price decrease, you risk an interest rate fluctuation that could end up costing you much more than any potential decrease in housing prices.
- **MOVE UP BUYERS**
If the market goes down, so does the asking price of your current home. What you make up for in savings in buying may be lost in the sale of your own home by waiting.
- Given these factors, does this change your mind about purchasing a home in the near future if the right one came along?
- Okay then, would you like to go ahead and set a time to get together to go over how I can help you find your perfect home at the best price?
- Excellent. I have an opening in my schedule at _____ or _____ .
Which would you prefer?

Buyer Prequalification Questions

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

The Primary Goal Of These Questions Is To Discover Motivation.

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

Online:

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

Looking For A While:

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

Seller Prequalification Questions

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

The Primary Goal Of These Questions Is To Discover Motivation.

- I was wondering, how did you come to call me today? (If it is a call in)
- Do you know where you would like to move to?
- When do you want/need to be moved by?
(If no, “where” or “when” then ask “why” are you moving?)
- How long have you lived at this address?
- Was this the last time you bought or sold real estate?
- Are you familiar with real estate prices in the area?
- Do you have an idea as to what your home is worth?
- Have you tried selling your home before?
- Besides yourself... is there someone else who owns the home with you?
- Will he/she/they be there when we get together?
- Do you know what you’re looking for in a real estate professional?
- 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?
- Can you tell me a little bit about your home?

Close For Listing Appointment

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

- 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 my services and myself 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

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

- 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 my services and myself 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.

Buyer Presentation [1/3]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

- 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?

Buyer Presentation [2/3]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

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?

Buyer Presentation [3/3]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

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?

Listing Presentation [1/5]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Introduction

- Thank you very much for inviting me into your home.
- The first thing I would like to do is have a quick look around. While I'm doing this, if I see anything that could be done to help you achieve top market 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)
- In order for me to best serve you, I hope you agree that it is important that we are 100% honest with each other.
- To start, let's review a few key details.
(Go over Listing Appointment Form and Discovery Questions)
- If you're like most sellers, there are three questions you would like answered while I'm here:
 1. What will your home sell for in today's market and why?
 2. How long will it take to sell? and,
 3. Am I qualified to handle the sale for you?
- Is there anything else you need answered while I'm here? Excellent.

Pricing Your Home

- Let's start with 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.

Listing Presentation [2/5]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Pricing Your Home *(continued)*

- To help us with this, I have prepared a CMA (comparative market analysis) which includes:
 - 1) Homes presently for sale in your area.
This is who our competition will be when we go to market.
 - 2) Homes recently sold in your area.
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 comparables, 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)

Length Of Time To Sell

- Next, let's discuss the average selling time for homes in your area.
- The _____ Real Estate Board presently reports the average selling time is _____ .
- With approximately _____ days to sell and another _____ days to close, your moving date would be around _____ .
- Would this work for you? (If yes, go to the paperwork)

Listing Presentation [3/5]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Am I Qualified To Handle Your Sale?

- No doubt your home is one of your most valuable assets, and I would imagine you want to hire a highly qualified sales professional to sell your most valuable asset. Someone who has a strong, proven track record for getting homes sold for top market value.
- I would like to discuss my success rates and how I have helped many others sell their homes for top market value.
- Just before I do that, may I take a few minutes to help you understand just how important it is to choose the right sales professional.
- The _____ Real Estate Board presently reports that less than _____ % of the homes for sale are actually selling. Were you aware of this? It's really not quite as easy to sell a house as most people think.
- To qualify any sales professional there are **three things** you need to know about them:
 1. On average, how many days does it take for their listings to sell?
 2. On average, what percentage of list price are they negotiating for their sellers?
 3. And most importantly, what percentage of the listings they take on are actually selling?

Listing Presentation [4/5]

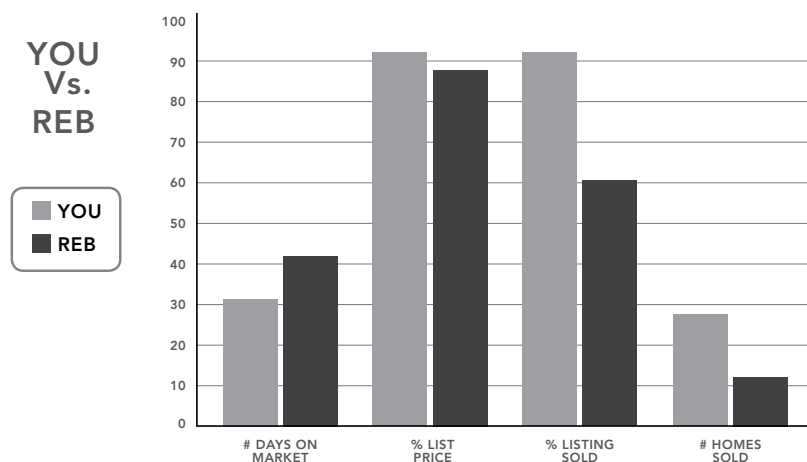
[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

My Qualifications

- My belief is simple: 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 about the things I'm going to do to get your home sold - my proven marketing strategy in my Informed Seller's Guide speaks for itself. However, I do want to focus on what I have already done for others and how it compares to the market average.

Review Your Stats (Or Your Company's) Vs. Board Average

- # days on Market, % of List Price Achieved, % of Listings Sold and # Homes Sold
- Refer to the Listing Presentation Templates in The Vault for details



Listing Presentation [5/5]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Option #1

- _____ , my goal was to provide you with all the information necessary to make an educated decision. Are there any other questions you have that I can answer for you, or anything I have overlooked?
- Do you feel comfortable with me handling the sale of your home for you?
- Terrific! Let's go ahead and get the paperwork done.

Option #2

- _____ , are there any other questions I can answer for you or anything that I have missed?
- Are you ready to get started?
- Terrific! Let's go ahead and get the paperwork done.

Option #3

- Are you ready to go?
- Terrific! Let's go ahead and get the paperwork done.

Listing Appointment Objection Handlers [1/3]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Objection 1: Other Agent Interviews Scheduled

- I understand your challenge...
- That's okay, this happens all the time. Sales professionals work together, so I'll give them a call and tell them you're on the market and they can start bringing in their buyers right away!
- Let's go ahead and get the paperwork done.

Objection 2: We Want To Think It Over...

- I understand...
- When I hear this there is generally one of three issues stopping you from going ahead
 1. The proposed list price;
 2. The commission or
 3. My ability to sell your home.
- May I ask, is it one of these issues that is a challenge for you today? (Deal with issue)
- Are there any other questions I can answer for you?
- Terrific! Let's go ahead and get started.

Objection 3: We Want To Wait...

- I can appreciate the fact that you want to wait until after the _____ to put your home on the market, in fact, most people are doing the exact same thing as you.
- May I explain why this could be a disadvantage and actually cost you money? Great.
- It's the basic theory of supply and demand. By waiting until [date] to list, you're doing exactly what most of your competition will be doing. When you decide to list your home, the market could be flooded with inventory. Following the supply and demand theory, buyers will have many more options. This causes sellers to have to compete more and often prices become softer. Waiting could cost you thousands of dollars.
- Let me ask this, if we could get your home sold for top market value and achieve a convenient closing date for you, would you consider listing your home sooner?
- Let's go ahead with the paperwork.

Listing Appointment Objection Handlers [2/3]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Objection 4: 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 area.
- 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 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.*

Listing Appointment Objection Handlers [3/3]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Objection 5: 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 adding potential 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 paper work 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?

Listing Price Adjustment (Reduction) [1/2]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

- Hello, this is _____ with _____.
- I wanted to touch base with you regarding your home, is this a good time to talk?
- There have been a total of ____ showings since we listed and I understand we have kept in touch and passed along all of the showing feedback.
- Our marketing strategy is in full force and it has been ____ days since we listed your home and I wanted to express a few concerns I have at this point.
- **There are only 4 things that will stop a home from selling:**
 1. The list price.
 2. The condition of the home.
 3. Access to the home.
 4. Exposure to the market.
- In terms of the exposure, we have executed an aggressive marketing and advertising campaign for your home that will continue, but our marketing has left no stone unturned, so we are confident your home is getting maximum exposure.
- We've also had a large number of showings since we went to market, so exposure and activity is also not the challenge.
- The condition of your home is great and you have allowed us ample access for all the showing requests so this is not the issue.
- (If the condition of the home should be improved or you have not been allowed ample access for showings, discuss at this point)
- This brings us to what I feel to be the reason your home is not sold. The price.
- Unfortunately, the market has changed and there have been a few new developments that I wanted to discuss with you.
- (Review new sales or new listings at this point) I am recommending that we have a price adjustment that is appropriate to the marketplace. With this adjustment?
(continued on next page).

Listing Price Adjustment (Reduction) [1/2]

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

- I recommend that we adjust the price to \$_____. This will create a surge of activity and I feel very confident it will generate offers that will lead to a sale.
- You still want to be moved by _____, correct?
- In this case, I strongly recommend a price adjustment. Would you like to go ahead with this adjustment?
- **If no, continue on.**
- I am committed to helping you achieve the highest possible amount for your home and feel it is important that I am honest with you and tell you what needs to be done to get your home sold.
- I strongly recommend, as I stated earlier, that we adjust the price to \$_____ to remain competitive in your local market and attract the new buyers coming into the market right now.
- Shall we go ahead with this adjustment?
- **If they agree to the price adjustment, give them an idea of the procedure that will take place because of the adjustment.**
- Do you have any questions or concerns that need to be addressed?
- Thank you for your time. Rest assured we are doing everything possible to get your home sold. If any questions or concerns arise please give us a call at any time, it is our pleasure to serve you. Otherwise, I'll give you a call next week to give you another update.

Showing Feedback

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

Always Make At Least 3 To 4 Attempts To Receive Feedback

“Live” Conversation With Agent

- Hi _____, it's _____ calling from _____. You showed 123 Blue St. last Friday at 4:00 pm, and I was hoping you could provide me with some feedback.
- What were your clients comments regarding the condition of the house?
- How did they feel it compared to other properties?
- What is your opinion on the listing price?
- Would you show the property again to other clients?
- Will your clients be bringing an offer on the property?
- Thank you so much for your feedback, _____. We'll be sure to return the favour when we show your listings.

Voice Mail Message

- Hi _____, this is _____ calling from _____. I am calling for feedback on 123 Blue St., the 2 story home you showed last Friday at 4:00 pm.
- I would hugely appreciate a call back at _____ before 5:00 pm today.
- If for some reason we don't connect in person, feel free to leave a message with any feedback regarding the condition of the home, pricing, and how you felt it compared to similar properties.
- Again, my name is _____ and my number is _____. Thank you, _____. I look forward to receiving your feedback.

New Listing Client | Overview of Process

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

- Hi _____ (new seller), this is _____ calling from _____ 's office at the _____ Team. We spoke last week when _____ was preparing to list your house. (If applicable) How are you? ...Great!
- I wanted to formally introduce myself. I am the (Office Manager, Customer Care Manager, Administrator) here at _____'s office and I will be taking care of the administration side of listing and selling your home. My job is to help make the home-selling process as easy as possible for you! Has everything been going okay so far? Do you have any questions or concerns?
- I also wanted to give you an overview of what to expect over the new few days (weeks).
- (Optional) I'm sure (agent) mentioned, we stage all of our listings for maximum curb appeal, so I would like to arrange for our Stager to view your home and get this process started. When would be a good time for our Stager to pop in? _____
- As soon as the property is staged, we will then have our photographer and videographer come in to take some photos and video for our marketing process.
- I will arrange for a Lock Box for your front door tomorrow (if not done) for easy showings and I wanted to let you know the combination; it is _____. Your For Sale sign will go up this week and we will be delivering some Feature Sheets of your home over the next few days for potential buyers to take with them -- just let me know if the supply is getting low and we will have more delivered right away.
- With respect to showings, the office will be calling/emailing you with details of all showing appointments starting _____ - they have been informed that you need at least 12 hours notice -- do you have any questions about the showing process? Great.
- I will be in touch on a weekly basis to arrange open houses, provide you with showing feedback and keep you updated on the marketing of your home. How are Wednesday afternoons for you for a quick update call or would you prefer updates by email? _____
- I also wanted to let you know we've posted the listing on MLS, and I will be emailing you a copy along with the links to the other websites we've advertised on. Will you let me know that you received it? Thank you! While we're on the phone together, are there any questions you have about your listing? Is everything going okay so far?
- It was great speaking with you today. I'm in the office from 9 am – 5 pm, Mon - Fri, so please call or email if you need anything. Have a great day.

New Buyer Client | Overview of Process

[These Scripts Must Only Be Used In Compliance With All Applicable Federal, Provincial And State Legislation, Privacy Acts, No Call Laws, Anti-Spam Legislation and Company Policies]

“Live” Conversation With New Buyer Client(s)

- Hi _____, this is _____, the (Customer Care Manager, Office Manager, Office Administrator) calling from _____’s office at _____ Team/Realty. We spoke briefly last week when you asked _____ for information on 123 Blue St. I was just calling to reintroduce myself.
- I understand you’ll be working with _____ to find a home. That’s wonderful! I wanted to let you know I will be assisting _____ with arranging your viewings, and when you do find a home I’ll be handling the details and paperwork. I’ll send you a short email today with all my contact information and if you have questions or need anything, please do not hesitate to give me a call. I’m in the office every day from 9 am to 5 pm.
- _____ has arranged for new listings to be emailed to you automatically. I wanted to make sure you are receiving them? Great!
- We’re so excited to be helping you and _____ find a home, _____ . It was a pleasure speaking with you today -- if you have any questions, please don’t hesitate to call. Talk soon.

Voice Mail Message For New Buyer Client

- Hi _____, this is _____, the (Customer Care Manager, Office Manager, Office Administrator) for _____, here at the _____ Team. We spoke briefly last week when you called for information on 123 Blue St.
- I wanted to formally introduce myself. I will be assisting _____ with setting up your viewings and handling the details and paperwork when you find your dream home. I’m in the office every day from 9 am to 5 pm if you need assistance or have any questions at all. Our direct line here is _____ and I will send you a short email as well with all my contact information.
- We’re so excited to be helping you find a home, _____ . Have a great day and I’ll be in touch soon. Talk soon.