

LABS

ELEMENTALS

SCRIPT BOOK

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WARNING! Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

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Compliance: Do Not Call

WARNING!

The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer)

① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

DO NOT CALL DO'S AND DON'TS

Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2. any state Do Not Call list; 3. your internal list. If the number is on any of these lists, delete it.

① Honor Consumers' Requests

Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

① Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

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Scripts for Working with Sellers

Best Practices in Communication

1. Ask LOTS of questions.
2. Listen more than you talk.
3. Allow equal time for both parties if the sellers are a couple.
4. Affirm their responses with: "Great," "That's wonderful," "Yes," "I agree."
5. Don't assume they already know something, they understand what you've told them, or they're done expressing their opinion or feelings. Always ask for clarification.

Listing Presentation

Review the Pre-listing Packet

Thank you so much for giving me the opportunity to get your home sold.

Review the Pre-listing Packet you left with the seller.

(Ask:)

Did you have a chance to review the Guide to Selling Your Home I sent you?

(If yes:)

Great! And did you complete the questionnaire at the back? Do you have any questions about anything that was presented?

(If no:)

Well, let's review the packet quickly before we move on. There are some questions at the end for you to answer.



Delivering a 10++ experience

I'd like for you to have a great experience selling your home, and that begins with me being very clear on what your expectations are, so I would like to ask you about that Okay?

(Ask each question, allow plenty of time for them to answer, and write their answers in your packet. Allow equal time for both parties if the sellers are a couple.)

Thank you for your honesty. Knowing how to deliver a 10++ Experience helps me serve you in the best possible way.

Why me?

Let me tell you a little bit about the team and company I work with— (Market Center name)—and why you've made a great decision to talk to me about selling your home.

(Quickly cover the selling points about KW - #1 in the world, #1 training company, best mobile property search app, and accessing hundreds of real estate websites globally!)

Any questions?

Help sellers see their listing through the eyes of buyers

The location and condition of the home are the first things that attract buyers and their agents. You can't change the location, but you can change the condition of your home so that it's as appealing as possible.

Buyers are attracted or distracted immediately by the condition of the home. From the curb appeal to every room in the house, to the backyard, it all matters.

Buyers rank condition as one of the top three things they consider when choosing a home. Most want a move-in-ready, model-like home.

Buyers are trying to see themselves in any property they visit. They are trying to imagine a wonderful life inside your house. So, our goal is to help them by preparing the house so that nothing distracts them from being able to do this. This means a great curb appeal, a clean interior with as few repairs needed as possible—after all, daydreams don't often come with hammers—and as few reminders as possible that someone else is living here, and that includes not being here during showings.

Once we agree to work together, I'll advise you on how to properly prepare your home with staging to accomplish this. Does that sound good?

Signing the Listing Agreement

We're in agreement about the price and it sounds like all your questions have been addressed.

(Ask: options)

- Based on everything we've discussed I feel like we have the makings of a win-win relationship. Would you agree?
- Are we ready to move ahead on this?
- Is there anything we need to do before we get started?
- Would you like me to handle the sale of your home?
- Are you ready to decide to choose me to represent you in the sale of your home?

(If yes: Hand the sellers your Listing Agreement and a nice pen and ask them to sign.)

Thank you, I am looking forward to...

(If no:)

What is preventing you from moving forward? Do you have additional questions for me?

Discuss Pricing with Sellers

Price to sell

(Prepare in advance several comparable properties—similar size, location, and amenities that sold recently. Include this information in the Listing Presentation and go over it carefully with the sellers.)

So, you're probably interested in what your home is worth, right?

Well, the price of your home is determined by the market. That is, what buyers are actually offering and competing sellers are accepting based on recently sold properties. The market fluctuates from state to state, city to city, and even neighborhood to neighborhood. Depending on the number of homes for sale at any given time, the market will either favor the buyer or the seller.

In the last six months the highest sales price for a similar home in this neighborhood was \$_____ and the lowest sales price was \$_____. Odds are your home will sell for a value somewhere in between. Where in this range would you like to list your home?

Determining the list price

(Seller Name), the most important decision you will make is where you will price your property. Pricing your home at fair market value will attract more buyers. Attracting more buyers normally results in a higher purchase price. Overpricing your home results in a longer market time and possibly a lower price.

Would you like to price your property to sell quickly, or will you price your property where it could take longer to sell? The choice is yours. What would you like to do?

Comparative properties

(Prepare in advance several comparable properties—similar size, location, and amenities that sold recently. Include this information in the Listing Presentation and go over it carefully with the sellers.)

(Seller name), the truth is, buyers are very smart and informed about the market, especially those who have been looking for a while. They have been looking online at property websites and will know what similar homes in your neighborhood are listed for. And buyers are always looking for a great home at the right price.

I have done some in-depth research and analysis looking at comparable properties that have SOLD recently, and look at how long they take to sell, and how much competition there is on the market.

So, let's take a look at the comparable properties I've included here, and we'll be able to determine the value of YOUR home. Okay?

Closing the Deal Script

After studying the comparables, taking into account the unique characteristics of your home and its setting, and using my knowledge of the averages in your neighborhood, I have prepared my recommendation.

Remember that my primary goal is to net you the most money possible. And I believe this pricing plan, matched with my Marketing Plan, will draw agents and buyers to your home and position it as a highly appealing and highly competitive property.

(Write in the average sales price for the area and the price per square foot. Then write in your recommended price range for their home along with price per square foot. For example: Average: \$250,000 and \$100/sq. ft. Recommended: \$245,000-\$255,000 and \$98-\$102/sq. ft.)

After looking at everything I've presented about condition and price, what are your thoughts? Do you agree with this price recommendation? Is this what you'd like to list your home for? Are you ready to make a decision to work with me?

(If Yes:)

Great, it sounds like we've got a price and are ready to put a sign in the yard. Let's do it and get this house sold!

Seller Objections

Seller Objection 1: We need an agent with more experience

(Market Center name) is different. I'm a partner with others in my office, so I have lots of motivated agents and many years of experience working for you.

Is there anything another agent said they would do that for some reason I forgot to mention? Did I cover everything you expected to hear? Sounds like you believe I can get your home sold, so let's move ahead now.

Seller Objection 2: We need to think it over

I hear you saying you want to be confident. If you were 100 percent confident in me, you wouldn't bring this up. If you knew I was going to do everything possible, you'd sign. The truth is you can never know that. Let's sign the agreement and know that you can cancel with me any time you are not satisfied.

Seller Objection 3: Another agent will charge less

I can appreciate that there's someone who will work for less, but your agent negotiates for you. If they can't negotiate with you about their own money, how likely will they be to fight for your money when buyers make a low offer?

Seller Objection 4: Why won't you reduce your commission?

Let's say your boss came to you and said, "I want you to do the same job for less pay and you'll have to work harder." Would you be motivated? No. Well, that's like me. I'll work hard for you; that's what you want, isn't it?

You want the most money possible, right? Agents who discount their commission will offer the buyer's agent less money too. You want to give the biggest incentive possible to the buyer's agent, so they bring buyers to us, don't you?

Pricing Objections

Objection 1: We need a certain amount from this sale to buy our next home.

Would you, as a buyer, pay what the seller wants because that is the price the seller needs? No, you pay what it's worth, right? That's what your buyers will do too.

Objection 2: Can we price a little higher and come down later?

Option 1:

Here's what frightens me about pricing higher. People who have seen many houses will find yours, but they won't look at it because of the price. We don't want to drive buyers away; we want to attract buyers. We want them to make offers. Does that make sense?

Option 2:

The greatest number of showings comes in the first three weeks. If buyers see the house is overpriced, they walk away, and we don't get them back. Let's get one or more people to make an offer right away. If more than one likes your price, they might even compete and drive it higher. Wouldn't that be great?

Objection 3: How can we be sure the price you're recommending is the right price?

Real estate is a market-driven commodity like stocks. If you have ever bought a stock, how do you know what it's worth? When you sell a stock, although you know what you paid for it, the market doesn't care. Like that, the market says what your home is worth. Why would a buyer pay more than the market says it's worth?

Staging Objections

Objection 1: I don't see why this is so important.

If we want to sell faster or for more money than your competing sellers, then we need to stand out in terms of condition.

Objection 2: Do we really have to make this repair?

We can sell it just the way it is, but it's likely to take longer and we probably won't get as much money. My recommendation is to have it repaired so that we can get the best price possible in the shortest amount of time. The choice is yours. What would you like to do—make the repair or take longer to sell?

Objection 3: Why can't we sell the house "as is"?

Would you prefer to pay a few hundred dollars to paint a room, or do you prefer to deduct \$500 to \$1,000 from the sales price? Since buyers use outstanding repairs to negotiate a lower price, it's usually in your best interest to make repairs rather than have to negotiate with the buyer.

Scripts for Working with Buyers

Schedule the Buyer Consultation Appointment

Buyer called on a property

The property at 123 Maple Street is listed at \$249,000. Let's schedule an appointment to see if 123 Maple Street is the perfect home for you. Would today at 4:00 p.m. or Saturday at 10:00 a.m. be better for you?

Great. Let's meet at my office so while we are out you can also review other properties on the multiple listing service that you might be interested in if Maple Street isn't right for you. Does that work for you?

Buyer referral willing to talk with you

(Buyer name), I'd like to invite you to come into my office so we can discuss what you are looking for in your next home and use my MLS to review properties. This way, we can search for homes that fit your criteria.

When we meet at my office, we can work together to make the most of your time. I can use the tools I have to find the best matches for you and check for any contingencies and other details that would not be apparent from a property visit alone.

Are weekends or weekdays better for you?

Welcome to the Buyer Presentation

(Buyer name), thank you for letting me help you. My goal is to give you a 10+ customer experience. To do that, I'd like to get a clear idea on what you are looking for in your new home. So, with your permission, I'd like to spend the next 20–30 minutes exploring what the right home for you would be like. We'll call this your 10+ home. With your permission, I'd like to write notes as we go along so I remember everything that's important to you.

It may seem like a lot, but I'd rather ask you 500 questions now and show you the right 5 homes than ask you 5 questions and waste your time showing you the wrong 500 homes. Does that work for you?

Close For Agreement—Exclusivity

Ask for the business

(The following script details a simple way to obtain an exclusive agreement, called the Buyer Representation Agreement - check with your Market Center for a copy.)

All I ask in exchange for my superior customer service promise is that you agree to work with me exclusively. Does that sound fair?

Okay, can we sign and shake on that?

(Provide the buyer with the Buyer Representation Agreement, explain it, and have them sign it. Then, shake hands.)

Closing the Buyer Representation Agreement #1

What we're going to do now is sign the Buyer Representation Agreement which puts me to work for you. You're giving me the tool I need to represent you in your purchase. With this tool, I have the opportunity to negotiate for you and get you the best deal. And getting the best deal is important to you, isn't it?

Perfect, then let's do the right thing, sign the Buyer Representation Agreement, and put me to work for you.

Closing the Buyer Representations Agreement #2

Can you see how it would benefit you to have a professional looking out for your best interests as you search for the best home and negotiate to get the best deal?

Great! This form allows me to represent you and look out for your best interests. Here's how we take care of that. You just need to okay this agreement right here.

Explain the Benefits of Preapproval

Option #1

(Buyer name), it's important that you are preapproved for a loan before you begin your home search. Preapproval is a lender's determination of how much money you will be eligible to borrow.

- You'll know exactly what price range you can afford.
- When you find the home you love, you'll be able to take action quickly.
- Sellers will be more likely to accept an offer from a preapproved buyer.
- And, finally, you can see if there are any errors on your credit report and you can resolve them right away.

Would you like to have one of my recommended lenders call you to help with your preapproval? When is the best time?

Option #2

Getting preapproved for a loan makes your home search easier, faster, and more productive. With preapproval you will know which homes are in the price range you can afford and avoid looking at homes that would not work for you.

I now have the ability to offer my clients the opportunity to work with Keller Mortgage. The benefit to you CLIENT NAME is that they offer \$0 in lender fees, super-low interest rates AND they even give you a \$1,000 credit to use towards closing expenses!

Objections to Setting Buyer Appointment

Objection 1: I don't have time to come to the office; can't you just meet me at the house?

Because your time is so valuable, that's exactly why we need to get together at the office. See, the 25 minutes we're going to spend at the office is literally going to save you 5 to 10 hours of looking at houses. When we get together at the office, I'll be able to pull up every property that matches your specific criteria, we'll be able to view the photos and virtual tours in my office before taking your time to drive by them or even better than that, spending your gas to drive by them. So, when is the best time to come to the office — is it weekends or weekdays?

Objection 2: Let me talk to my spouse and I will call you back.

I understand that, let me ask you this. Let's do this: let's go ahead and pencil in a time that works best for both of you and then I am going to call you back the day before the appointment to simply confirm. If it works, fantastic; if it doesn't, then we just need to reschedule the appointment. When do you think it is going to work best, is it weekdays or weekends? Great, I'll call you Friday. What time specifically would you like me to call you? Two o'clock. Great, what number would I have the best chance of catching you on?

Objection 3: I've already seen the house online. I just need to see it to know if I want to buy it.

I completely understand. The home you are calling about is amazing. However, the sellers request that I meet with all buyers prior to showing them the property. This will allow me to cover any financing issues in case you need a loan, and to give you further information about the property and also the neighborhood. Would you be able to come to my office today at 5:00 p.m. or would tomorrow morning at 9:00 a.m. work better?

A note on "no"

(All is not lost if the buyers say no to the appointment. As long as they are not committed to another agent, "no" in this case really means "not yet." You still have a good chance to ultimately capture their business by setting them up on a SmartPlan in Command and sharing your KW App.

Share the KW App

Would you an easy way to search for a new place? When it comes to real estate, my new app has it all. Search homes by ZIP code, school district, neighborhood, or however you like!

You'll discover a lot more than beds, baths, and price. You'll gain valuable market and lifestyle insights for every neighborhood that interests you. I'll share my app with you now and you can start searching right away.

Make follow-up calls

Over the last week, we have sent you 5 listings. I am just calling to update my files and see if you are still in the market to buy a home, if you have already purchased a home, or if not, to review the 5 homes I sent you to see if you would like to go tour the inside of any of them.

Handling Objections to Exclusivity

(Buyer name), because of the level of service I provide, I can only work with buyers who work exclusively with me. Let me remind you that by signing you are NOT agreeing to pay me a fee.

You are agreeing to have me represent your best interests and to use my knowledge and expertise to find you the best home at the best price. That is what you want, isn't it—to find the best home for the best price?

Objection 1: I don't want to sign anything. I may want to work with other agents.

When you engage me as your real estate sales representative and sign the Buyer Representation Agreement with me, I am contractually obligated to share any information about the seller's situation that I find out; for example, if it is a divorce, relocation, or estate sale. Without that agreement in place, I am actually a sub-agent* to the seller. That means that I do not represent you, and I cannot share that information with you. I want to be your advocate, not theirs. Let's do the right thing and sign the Buyer Representation Agreement today.

*(*Ask your Team Leader whether your state has sub-agency, dual agency, and/or designated agency.)*

Objection 2: What if I change my mind during this 30-day period?

I understand completely. Think of this agreement as a form of going steady, not marriage. If you decide at any time that you do not want to go steady anymore, we can just break up. There's no need for a divorce. And you can break up with me if I'm not meeting your expectations! If you feel comfortable with that, you can just okay the agreement with your initials.

Objection 3: I can find a home on my own through the Internet.

Searching for homes is the fun part, and we will certainly use the Internet to find your home. Finding your dream home is not why you hire a buyer agent. You hire an agent to help you get the house you find. My job is to protect your interests throughout the home-buying process and negotiate on your behalf to get you the best price and terms.

Know when to let a buyer go

(Buyer name), I appreciate your decision. Since I can only work with buyers who work exclusively with me, I'll have to just wish you luck in your home search. Thanks again for coming in to meet with me today and let me know if you change your mind.

After the Agreement is Signed

Explain buyer closing costs

(Buyer name), before we tour homes, let's discuss closing costs. Generally, if you put 20% down on a house, you can expect your closing costs to be an ADDITIONAL 3% of the purchase price.

So, if you were purchasing a \$200,000 house, the down payment would be \$40,000 and the closing costs would be an additional \$6,000, for a total of \$46,000. If you put down less than 20%, your closing costs may be as high as 4%.

Establish your showing process:

(To make the showing process as efficient as possible, set the expectation with the buyer before looking at homes.)

(Buyer name), we'll be looking at about 5–6 homes when we go out. After you see each home, I'll ask you if you want to buy it. If the answer is "no," I'll ask you to tell me what it was that didn't work for you, so that I can refine our search and provide a better customer experience for you. Does that strategy work for you?

Set the next appointment

(Buyer name), before we part company, let's get out our calendars and set up our next meeting to look for that home you want to buy. If nothing worth seeing has hit the market by Friday, I will call you, and we'll reschedule for the next Saturday.

Overcome Buyer Reluctance

Objection 1: What if prices drop?

(Buyer name), are you most concerned about the price of the home, or the monthly payment on the mortgage?

Of course, the monthly payment, I would have to agree with you. Let me ask you another question: do interest rates generally go up faster than home prices come down? What do you think?

Yes, no doubt about it. In fact, interest rates could rise one percent tomorrow, right? Well, home prices would have to come down 10 percent to make up for a one percent rise in interest rates. So, if you are looking for a \$200,000 home, do you think interest rates might go up one percent before home prices come down \$20,000 in your price range?

I would definitely agree with you there. So, let's do the right thing and make an offer today before interest rates go up.

Objection 2: We want to sleep on it.

You're right. This is a huge decision. However, I have to give you fair warning with as little pressure as possible. If you are ready to write an offer on this home, other buyers may also be ready to write. Being first to write will make a difference in negotiating the best possible price for you.

Is there something specific holding you back? How can I assist you with your decision?

(If they still want to wait...)

That sounds good. I will call the listing agent first thing in the morning to see if the home is still available and then I'll call you. Do you have any questions on the property I can get answered for you?

Do you have any other purchasing concerns I can assist you with?

Making and Receiving Offers

When the buyer wants the seller to make repairs

(Buyer name), until you have a physical inspection, we will not know how much these items will cost, and we could find additional repairs we may want to negotiate. Consequently, you have three choices:

1. You can offer the seller less money now to compensate for these items.
2. You can ask the seller now for a credit to repair these items using your own contractor.
3. Or, I usually advise clients to wait for the physical inspection and negotiate all repair items at one time.

How would you like me to negotiate this offer on your behalf?

When the buyer wants to make a low offer

(Buyer name), there are three ways to negotiate a transaction.

1. You can make a low offer and run the risk of the seller rejecting it or countering back at full price to compensate.
2. You can make an offer closer to the asking price and be less flexible if there is a counteroffer.
3. If you really want this home and are concerned that another buyer may purchase it, you can make a full-price offer and give the seller what they want.

It's your choice. How would you like me to negotiate this offer?

Present the initial offer to your seller

Good morning/afternoon, this is *(agent name)* with *(team name)* at *(Market Center name)*. We have an offer here for your review. I'm going to go through the offer with you — is this a good time? Now, the offer they came in with is *\$(offer price)*. They're putting *\$(amount)* as earnest money and *(amount%)* as the total down payment. They want to close on *(date)* and they're asking for *(amount%)* in repair limits. What do you think?

Present a low offer to your seller

(Never criticize or show a negative attitude about a low offer. Present all points of agreement first before discussing pricing or other disagreements.)

Now, that's lower than our asking price, but it is an offer so we need to decide what you would like to do.

Recommend that your client accept the offer

I will urge you to consider this offer very carefully and consider the value of meeting your moving goals; in the long run, meeting your overall goal of selling your home is the more critical need, correct?

Your property has been on the market now for (#) days, and the average time on market for this area is (#) days.

Buyers are going to look at this same data, they're going to see that your neighbor's house sold for only \$(price), and the house around the corner sold for \$(price). They're going to want to pay fair market value compared to these other sales.

If you accept this offer, the probability of closing and meeting your goal is 100 percent. You want to meet your goal, right?

Recommend that your client make a counteroffer

We look at any offer as a positive thing, initially. We always recommend a counteroffer instead of rejecting an offer. It may be that we can negotiate this up to where we need it to be. Let's put together a solid counteroffer. We need to get it back to them quickly to keep things rolling and see if we can make this offer work.

I think the thing to focus on here is the price you want to get for your house. Putting this offer aside, if you could get this home sold and closed in thirty days, what would you feel comfortable selling it for today? Let's put together a counteroffer that would put us in the range where you feel comfortable.

Remember, not all offers are going to work, but it is a good sign that we're getting an offer. You've made this person's list as a house that they thought was one of the best homes for the money. I'll call the other agent and ask them how they came up with that price.



Presenting a counteroffer to the buyer agent

Good morning/afternoon, (buyer agent name). This is (agent name) with (team name) at (Market Center name). Thank you for your offer—we appreciate it. It was quite a bit lower than what the seller had hoped.

(Pause and see if you can get them to agree with you.)

The sellers have come back with a reasonable counteroffer that should work. The seller is countering back for \$(price). The rest of the terms in your offer are fine except for (terms sellers don't agree with). This is something that will work for everybody — your buyer is getting a home within market, the seller is selling at a reasonable price, and we can all move forward to get this closed, wouldn't you agree?

Negotiation Scripts

Clarify the inspection report for your buyer

I understand you are a little concerned about the inspection report. I recommend that we negotiate for a dollar amount so we can be in control of who addresses these issues. We need to focus on the big items — heating, air-conditioning, and the roof—discover what amount of money we'll need to accomplish these repairs, and counter that amount back to the seller. If there are really big issues, it may be that we do need to walk away, but you shouldn't be alarmed just because the list is long. The seller is required by the Real Estate Commission to point out all items. But we'll have to determine whether the items will affect the house long-term for you.

When your buyer wants the seller to make nonessential repairs

I understand this is important to you. In my experience, repairing this item typically costs about \$____. While that's not inconsequential, is it worth losing this house? All things being equal, if the seller had a competitive offer for exactly \$____ more and gave you the chance to match that offer in order to keep the house, wouldn't you want to match that offer?

Recommend that your seller counter a low offer

I pulled up the information on what has sold in your price range since I put your house on the market. _____ houses have sold since then. Obviously, your house was not what these people were looking for; we didn't create enough value for your property compared to what they bought. But we have an offer on the table now. It may not be exactly what you hoped for starting out but let me go over the information with you. There are offers that will come in low. Often, the buyers are making an offer based on the advice of a friend or relative. We're not going to turn them away because they've made this low offer. We know that they really like your house, or they wouldn't have made it. We have the opportunity to sell your house if we can negotiate to the price that you need. We're going to make a counteroffer back to them, in writing—one that will reflect the price that you would like. We've already seen the price that they would like to pay. I recommend that we counteroffer and try to get them up to the price that you would like. What's the bottom-line price you would consider? Then let's leave some negotiating room above your number. Most counters go back and forth 2–4 times.

Open House Scripts

Warning!

When contacting people, you don't know or already have a relationship with, it's **essential** that you abide by the following warning.

Warning! The Telephone Consumer Protection Act (TCPA), which includes the National Do Not Call Registry, imposes strict limits on how real estate agents make calls, send text messages, and/or leave voicemails. The law requires that you check all Do Not Call registries before calling or texting, and honor requests to be placed on all Do Not Call lists. The law also may require callers to meet certain consent requirements before making a call or sending a text message using an autodialer or using or a prerecorded/artificial voice. Agents must follow this law or face stiff penalties and/or potentially catastrophic legal damages for violations. Contact your attorney to determine if your practices conform to the TCPA

Before the Open House - Invite the Neighbors

Hello! This is (agent name) from (team name) with (Market Center name). I'm calling because (homeowners' names) have asked me to invite you to the open house on their home at (address) on (date and time).

Feel free to drop by, and if you know of anyone from work or a friend that would like to come with you, please feel free to bring them.

By the way, when I find a buyer, I'd like to be able to share with them what people like about the neighborhood. May I ask you what it is that you like about the neighborhood?

Excellent! And, if you were to move, where would you go next and when would that be?

During the Open House - Welcome

Hi, I'm (agent name) from (team name) with (Market Center name). Thank you for coming to my open house today.

I've found that people come to open houses for two reasons:

- 1) They are thinking about buying, or
- 2) They are curious about what their home is worth.

Which are you?

After the Open House - Follow-Up

Hello! I'm *(agent name)* from *(team name)* with *(Market Center name)*. We met earlier today at the open house. Are interested in buying a home, selling your current home, or both? I have great tools to help you find *a home/a buyer for your home* that I would love to share.

We could get together tomorrow around 4:00 p.m. if that works for you. Why don't we meet at my office and go from there?



SCRIPTS
FOR
SUCCESS

New To Real Estate SCRIPT

Hello, this is _____. Do you have a moment?

I'd like to share the exciting news that I have become a real estate agent with Keller Williams Realty.

With this new partnership, I have all their knowledge working for me. Plus, my clients get all my enthusiasm and hard work. I thought about sharing this with you because I knew you would be someone to help me grow my business.

First, I'd like to share my real estate app with you. You can see what's going on anywhere; from your street to any place in North America! It's free; there's no cost to you. I can send you a text so you can link to it. Does that sound good?

(You can send them HOMESNAP or your KW APP)

And I'd like to ask, who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in our area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. (And, after you download the app and try it out, send me a text and let me know how you like it.)

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

Door Knocking Scripts

Door-Knocking Script – Circle Prospecting to Invite to an Open House:

"Hi, I'm _____ with Keller Williams Realty. I'll be holding an open house at the _____ (name of family) house at _____ (address) on _____ (day). As a courtesy to them, they requested that I come by and invite all the neighbors to our open house on _____ (day). It's from _____ to _____, and there will be an exclusive neighbor preview a half hour before it starts, from _____ to _____ (preview time). I'd love to invite you to come over, as I've found that neighbors are often times interested in seeing what homes in their area are selling for and how they're decorated. So do you think you might be able to make it this weekend?"

If yes:

"Great! A lot of time neighbors like to pick their own new neighbors, so if you know someone who you think may like to live in this neighborhood, feel free to bring them along as well. Also, sometimes the buyers who come to the homes need more bedrooms or fewer bedrooms or different features, so I always like to give them a second choice in the neighborhood. Do you know anyone else in the neighborhood who might be thinking about selling, so I could direct them to that home if for some reason this home isn't right for them?"

If no:

"I'd also like to ask, a lot of time neighbors like to pick their own new neighbors. Do you know anyone who is interested in moving into this neighborhood?"

Door-Knocking Script – Modified BOLD version:

"Hi, I'm _____ with Keller Williams Realty. I'm not here to sell you a vacuum cleaner or magazine subscription, so I hope you're not disappointed. I'm doing a quick survey, do you have two minutes to help me? (No pause). I was wondering what brought you to choose this area to live? How long have you lived here? Who do you know in the neighborhood who is thinking of selling their house?"
(Response)

If they gave a name, say,

"Great, would you mind if I used your name when I talk to them?"

If they said, "no one," continue,

"Well, thank you for taking a moment to think about that. Do you know anyone from church, work, or another place who would like to buy in the area if there is a home for sale?"

If there is a for sale sign nearby and the listing is still active, say,

"There's a home for sale in our neighborhood. When I find a buyer, what are some things you like about the neighborhood that I can tell people who are interested?"

As a closing question, ask,

"If you were to move, where would you go next?"

"When would that be?"

"Can I leave you with a neighborhood market report that shows what's happening with real estate here in the neighborhood? Great, and I'd be happy get this information to you each month if you want to stay in tune with what's going on in the neighborhood. Would you like to get an update each month on houses that are selling and other neighborhood market statistics?"

Additional door-knocking script:

"Hello, my name is (your name here)! I grew up in this neighborhood (you can put anything here depending on the neighborhood, just make it unrelated to real estate) and I am also a Realtor. I realize you may not be considering buying or selling a home anytime soon. I am just out in the neighborhood letting people know what I do for a living and that I am available if you have any questions. Would you take my business card magnet and if you hear of anyone looking to buy or sell a home, would you tell them you know a realtor and give them my information." I then give them a magnet and I have a flyer prepared with my ad on one side and a neighborhood market snapshot on the other with recently sold homes and current interest rates. Once you give them your spiel, walk away. If they have any leads to give you they will stop you from leaving and tell you. If they don't answer the door I leave the flyer in their door.

HOT MARKET JUST SOLD SCRIPT

Hi, this is _____ with Keller Williams Beach Cities Real Estate!

I was dropping by (calling) to let you know there were _____ homes that have sold in your area in the last _____ days ... that sold in less than 30 days (or ...that all sold at or above list price...!

And we know that when homes start selling like that ... 2 or 3 more will sell right away ... So I was wondering

1. When do you plan on moving? (Never) Terrific!
2. How long have you lived at this address? (10 yrs) Great!
3. Where did you move from? (L.A) Good For You!
4. How did you happen to pick this area? (Job transfer) Excellent!
5. If you were to move ... where would you go next? (Back to L.A) That's Exciting!
6. And when would that be? (3 months) Fantastic!
(Only go forward if they say 3 months or less!)
7. Obviously ... you realize it could take 1 to 3 months in this market to get a home sold ... did you know that? (No) Terrific!
8. So ... my question is ... do you have to be sold in 1 month ... or do you want to start selling at the that time? (Sold) wonderful!

9. Fortunately ... to get you one step closer to (LA) ... all we need to do now ... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? ()
Fantastic!

10. Which would be better for you ... Monday or Tuesday at 4pm?

Getting contact information at the door:

When getting their details I simply ask who I should address the information to and immediately after I ask for a contact number. From this I get it about 60% of time however if they say no I don't push for it as I've only just met them. If they ask why do you want it I say, I just want to be able follow up and make sure you received the information ok.

I think it's about the delivery of the questions, asking with smile and having good eye contact. This works for me anyway.

Walk-by prospecting:

(Build rapport -- most important, doesn't have to take too long)

Hi, how's your week going today? (friendly open attitude)

Make a comment on the house, sought after location

My name is (your name) and I am from (your agency)

By the way, do you have a few minutes to help me? (people like to help each other)

(don't pause)

I have met a lot of people in the area and boy, once people move here, they seem to stay quite a while.
This must be a great place to live?

(ask for business) Today I would like to see if there was an opportunity for someone new to move to the area, so I am looking for people who would be interested in selling their home.

Would you be looking to sell in the near future?

(keep asking)

Do you know anyone in the street, whose circumstances have recently changed? For example... recently had a child, got married

So tell me (name, if he gave it), of all the people you know, like friends and neighbours, who do you think is most likely to sell sometime soon? ... Is it OK if I call them? ... And mention your name

Do you play sports (name)

Who do you know in the sports club, who is looking to buy or sell a property?

Would you have any objections if I use your name?

More ways to get contact info:

My latest technique is to knock on the door carrying a folder with my latest Newsletter or flyer stapled to a form displaying Store Discount Vouchers (Usually buy one -get one free from Wendy's, Pizza Capers, Baskin Robbins, Video Ezy etc). I also carry a laminated copy of a CMA.

I usually say "can I just give you my latest Newsletter and I've got some discount vouchers for you there as well. Then I give a very short introduction and say " I can also email you more discount vouchers and keep you up to date with Home Sales and what's happening in the market and also put you in the draw to win an iPad drawn later in the year, no obligation. Do you use email?" While I'm writing down there details I ask if they would like a Free Home Report (CMA) and I show them the laminated CMA.

The last time I door knocked I spoke to 15 people and got five names, emails and mobile numbers and one appraisal.

Alternate door-knocking script (good success):

Hi, I'm _____ from _____. I just wanted to introduce myself as the area specialist in <neighborhood> representing Keller Williams Realty. I've just put together some information about the area that I thought you might find interesting. It doesn't have anything to do with selling your house, although I expect you'll probably be staying here for at least a couple years? (Wait for response)

That's totally fine. It's just some information I put together about the area that I thought you might find interesting. I'm going to be dropping off some to your neighbors in the next few weeks. Can I just leave one for you at your door?

<... What about getting contact info??>

Distressed Property Door-knocking Script

"Hi, Mrs. Smith?... My name is Jim, I hope I'm not interrupting dinner, I'll be out of your hair in a second, I just wanted to get this into your hands (hand them a business card, flyer, or other material with a link to an online report)... I'm not sure if this applies to you or not, but I'm sure you know someone. I'm a neighborhood real estate and short sale expert, I offer ethical and compassionate solutions to problems with real estate loans. If you know anyone, co-worker, family member, friend, someone in the gym, that owes more on their house than what it's worth or is having a hard time making their mortgage payment, please have them go here to get a free report on their options and how to get fair market price for their home. It's not about me, I hope they call me, but they'll thank you for providing this free resource. Thanks for your time, Mr. Smith"

Start Each Call With This Script

Hello, thank you for taking my call. This is _____ with Keller Williams Realty. I'm certain that by now you know your house has shown up as an expired listing on our Multiple Listing Service, and undoubtedly I am calling to see when you plan to ... HIRE THE RIGHT AGENT ... for the job to ... SELL YOUR HOUSE.

or

Hello, thank you for taking my call. This is _____ with Keller Williams Realty. Your house has shown up on our Multiple Listing Service as an expired listing. Since I specialize in houses that didn't sell the first time, I was wondering when we could ... GET TOGETHER ... for 15 minutes so I could show you how I ... GET HOUSES SOLD.

Depending on the Sellers' Objection, Choose One of the Following 5 Scripts

SCRIPT 1: I'M GOING TO STAY WITH THE SAME AGENT

* That's great, and what I'm hearing is you feel obliged to your last agent since they've invested a lot of time and money in your house, right? Well, *Mr. / Mrs. Seller*, you don't owe me anything and you don't really owe them anything, but you do owe yourself the very best. It certainly wouldn't hurt to hear what I do to get houses sold, would it?

or

I understand, and let me ask you a quick question. If you stay with the same agent, what are they going to do this time that they didn't do last time? I hope you don't take this the wrong way, I actually heard it from one of my clients, Albert Einstein said that doing the same thing and expecting different results is the definition of insanity.

SCRIPT 2: I'M GOING TO SELL IT MYSELF (FSBO)

After what you've been through, I understand. You know, *Mr. / Mrs. Seller*, you are generally better off to sell it yourself than to be with an agent who doesn't understand the market.

or

* I can appreciate that, and what I sense is you want to make sure you get the best possible agent for the job of selling your house. What are you looking for in an agent?

SCRIPT 3: I'M TAKING IT OFF THE MARKET—WE'VE DECIDED TO STAY

I see. Just out of curiosity, if you did sell, where were you moving to? WOW! Why was that important? What would that do for you and your family if you had moved? If I could show you a way to make that happen, would you be interested?

You see, I specialize in houses that didn't sell the first time. Even the best houses don't sell the first time, and it just takes a new approach and new ideas like I use to get houses sold. When could I stop by and spend 15 minutes with you and show you why so many homeowners ... choose me ... to sell their house?

or

* Mr. / Mrs. Seller, if a contract were presented to you tomorrow, would you still sell? Great, so there is some desire to move, right? You know, Mr. / Mrs. Seller, I specialize in houses that are great, yet didn't sell the first time for various reasons. Let me ask you: Why don't you think your house sold? What will you look for in the next agent you choose? Let's do this. I'll drop by and look at your house, that way you can ... meet me ... so at a weak moment you don't end up with a weak agent. After all, you don't want to put it back on the market later to have it sit for another six months, do you?

or

* Mr. / Mrs. Seller, if I could ... sell your house ... in 30 days and net you what you need, would that pose a problem for you? That's exactly why we need to ... set an appointment.

SCRIPT 4: I'VE ALREADY FOUND ANOTHER AGENT

Have you signed a contract already?

(If yes, then wish them well. If no, keep going.)

Great. I would like to apply for the job to ... **SELL YOUR HOUSE** ... after all, I specialize in houses that didn't sell the first time. You know, sometimes even the best houses don't sell the first time around.

(If they feel obligated.)

I understand and what I am sensing is you want to make sure you're doing the right thing. Correct?

Excellent. You know, if you had to go to a doctor because you had an illness and you found out it involved surgery, would you want another opinion? I know this isn't surgery and yet it is financial surgery on your house. Let's meet for about 20 minutes and you will see why so many people decide to ... hire me ... over other agents. Mr. / Mrs. Seller, if you actually felt you could get more money and a quicker sell, would you interview me?

SCRIPT 5: WHERE WERE YOU WHEN MY HOUSE WAS ON THE MARKET?

In order to sell a house once, you need to sell it twice. May I explain? Agents sell the house to other agents and they sell it to their clients, and quite frankly, your agent never sold it to me. That is one of the things I do best. I expose your house to all the agents in the area and make calls daily to find the buyer for your house. That is what you want, right? Let me come by and show you how I look for buyers for your house as well as how I expose your house to the agents so they are all familiar with what your house has to offer.

Bonus Scripts

FOLLOW-UP ON A LEAD SCRIPT

Thank you for taking my call. May I please speak with Mr. / Mrs. Buyer? Mr. / Mrs. Buyer, this is _____ with Keller Williams Realty. We spoke _____ ago and at that time I had promised to call you back. And naturally, I'm calling you back. When we last spoke you said that you were planning to ... SELL YOUR HOUSE ... or ... BUY A NEW HOME ... because _____. Are those still your plans?

If yes ...

Great, when is the best time for us to get together? Do weekdays work best or are weekends better?

If no ...

I'm curious what's changed since our last conversation?

GEOGRAPHIC FARMING SCRIPT

Hi is _____ there?

Thanks for taking my call. This is _____ with Keller Williams Realty and I specialize in our area of (subdivision name).

I just wanted to let you know what is happening in (subdivision name). *(Give them something about the school, stores, new construction, roads, or anything close by that would or might be of interest.)*

Also I'm conducting a quick survey for our newsletter to find out the three reasons why people enjoy our area.

What do you like best about (subdivision name)? Anything else?

Is there anything you would like to see change in our area?

I have buyers for our area from time to time and I would like to know ...

How did you happen to choose this area?

If you were to move where would you go next?

Great, when might that be?

Thanks for taking a moment to help me and I'm curious, by chance do you know of anyone from the neighborhood or even from work that is wanting to ... SELL A HOME ... BUY A HOME ... or ... INVEST IN REAL ESTATE ... and is in need of a great Realtor?

When I complete the survey I would like to send you the results as well as what is happening in home sales so you can track what your home is worth. I send this information via email. What is your email address?

Thanks again and I'll send out the results along with the sales that are taking place in our area within the next month.

Keep my name in mind. Once again this is _____ with Keller Williams Realty.

JUST LISTED SCRIPT

Hello is _____ there?

Hi _____ thanks for taking my call

This is _____ with Keller Williams Realty.

I wanted you to be one of the first to know I just listed a home in our neighborhood located at (address) and it has (number of) bedrooms, (number of) bathrooms, and (number of) car garage.

Do you know of anyone from work or friends that would like to ... BUY A HOME ... in our area?

If yes, get names and ask if you can use their name when you call them.

If no ...

Thanks for taking a moment to think about that.

By the way it is priced at (\$number).

One last quick question. With interest rates as low as they are have you thought about investing in real estate?

If you are interested, or you hear of anyone who is, ... CALL ME ... this is _____ with Keller Williams Realty.

Thanks, I appreciate your time.

JUST SOLD SCRIPT

Hello is _____ there?

Hi _____, thanks for taking my call!

This is _____ with Keller Williams Realty and I wanted you to be one of the first to hear that the home located at _____ (address) just sold and if you are ... LIKE ME ... you like to keep on top of the prices of homes in our area.

It is _____ (number of) bedrooms, _____ (number of) bathrooms, and _____ (number of) car garage and was listed at _____ (\$number).

I had quite a few buyers look at this home and are still looking to ... BUY A HOME ... so by chance do you know of a neighbor that is looking to ... SELL A HOME?

Do you know of anyone from work or friends that would like to ... BUY A HOME ... in our area?

Thanks for taking a moment to think about that.

GROW YOUR DATABASE WITH REFERRALS

Hello, _____ (*contact's name*)! This is _____ (*your name*) with Keller Williams Realty.

Do you have two minutes to ... HELP ME ... with a problem?

I'm taking a great class today and we're having a competition. I need to get at least ten referrals in the next month in order to win! I was just curious, who do you know from church or work who wants to ... BUY A HOME, ... SELL A HOME, ... or INVEST IN REAL ESTATE ... that I could call today?

Great! Thanks for taking a moment to think about that!

If yes

Would you mind giving me their name and number so I can call them right away?

If no

Who do you know who might know of someone who wants to ... BUY A HOME, ... SELL A HOME, ... or INVEST IN REAL ESTATE ... that I could call today?

And if you think of anyone in the next month, be sure to ... CALL ME ... immediately!

(If you talk with someone who wants to chat and "catch up," set an appointment time to call them back later.)

Call the Referrals

When you are calling a referral, always reference the person who told you to call. Pretend you are calling a dear friend, your mother, or your best friend from high school. Start treating people like they are your best friend and relationships will just happen.

SCRIPT 1

Hello, this is _____ (*your name*) with Keller Williams Realty. _____ (*referrer's name*) gave me your number and asked me to call. (*He/She*) said you are thinking about (*buying a home, making a move*).

_____ (*referrer's name*), who is a (*past client of mine, friend of mine, or we go way back*), asked me to call you because (*he/she*) said you need _____ (*real estate service*), and I'm calling to see how I may best help.

SCRIPT 2

Hello, this is _____ (*your name*) with Keller Williams Realty. _____ (*referrer's name*) gave me your number and asked me to give you a call regarding your real estate needs.

I'm a real estate agent here in (*name of city*) and _____ (*referrer's name*) said you were looking for a great agent to help you achieve your goal of (*buying a home, selling your home, moving, etc.*)

Are you still in need of real estate help? _____ (*referrer's name*) was afraid at a weak moment you could end up with a weak agent and that's why (*he/she*) asked for me to call you.

How may I best help at this time?

Your BOLD FSBO Scripts

SCRIPT 1

Mirror and match their tonality

Hello, thank you for taking my call. I'm _____ with Keller Williams, and I was curious ...

When your house sells, where are you moving to?

If they ask why you are asking, you say ...

Frankly, the reason I am calling is every day I proactively ... **LOOK FOR BUYERS** ... for my sellers.

Isn't that what you would want an agent to do for you? I mean, if you hired an agent, right?

Whatever they say ...

* Most agents do the 3 Ps of real estate. They Place a sign in the yard, Put it in Multiple Listing Service, and Pray someone else sells it. I, on the other hand, do the 4th P, which is I proactively Prospect to find buyers for my sellers.

So when your house sells, where are you moving to?

If they tell you where they are moving to ...

That's exciting!

How soon do you need to be there?

Good for you.

Now that you've decided to ... **SELL YOUR HOUSE** ... how would you rate your motivation? On a scale from 1-10, with 10 being high?

Excellent!

* Just out of curiosity, how did you determine the price for your house?

Good for you.

* Why did you decide to ... SELL YOUR HOUSE ... yourself instead of deciding to list with a real estate agent?

Great!

* How much time will you take before you consider hiring the right agent for the job to ... SELL YOUR HOUSE?

Excellent!

Are you familiar with what I do to get houses sold?

Oh really. When would be the best time to show you, at ____ or ____?

The more you talk with me, the more you will see why people ... CHOOSE ME ... to help them with their real estate needs.

SCRIPT 2

Hello and thank you for taking my call. This is _____ with Keller Williams Realty, and I work with many buyers in the area and I was wondering: How can I help you? Just out of curiosity, where are you moving to?

The reason I ask is I have listings in the area, and I was hoping you might be a buyer for one of my listings. You see, I call daily to find buyers for my sellers.

By the way, when do you have to be there?

* How long will you try to ... SELL YOUR HOUSE ... yourself before you would consider listing with an agent?

Great.

That's exactly why I should come by your house. At a weak moment, you might end up with a weak agent, and I intend for you to meet an agent who many for sale by owners have decided to list with because I help them get what they want. When could I stop by and see you for about fifteen minutes? I can look at your house and tell potential buyers about it. Would today at 3:00 be okay, or would 5:00 be better?

SCRIPT 3

Hello and thank you for taking my call. This is _____ with Keller Williams Realty, and I am calling so I know about all the houses on the market, not just the ones in Multiple Listing Service

Repeat their answers or use bridge words between questions.

- May I ask where you are moving to?
- How soon do you need to be there?
- What price are you asking for your property?
- How did you choose the price?
- How long have you been trying to ... sell your house ... by yourself?
- Are you willing to ... drop your price ... when working with a buyer?
- What type of marketing are you using to ... sell your house?
- Are you aware of all the marketing techniques I use to get your house sold?
- Great. I could come by and show you at 3:00, or would 4:00 be better? That way I can share with you ideas that may help ... sell your house.

BONUS PHRASES

- Luckily I called you today, so I could share with you how I get houses sold. When I come by, I could show you my marketing techniques and see if they work for you.
- Undoubtedly you are sensing that a top agent, like myself, may be just what you need to ... SELL YOUR HOUSE ... In today's market, aren't you?
- Let me ask you: Why would a buyer buy directly from you when an agent doesn't cost them any money, unless it was to get a great deal?
- If I could show you a way that you could ... NET MORE MONEY ... by doing business with me, would you do so?

FSBO Scripts for Buyers Agents

SCRIPT 1

May I speak with *Mr. and/or Mrs. Seller* please?

Hi, *Mr. Seller*, thank you for taking my call. This is _____ with Keller Williams Realty, I'm sure that several agents are calling trying to list your house—I'm not calling for that purpose. You see, I'm a Buyer Specialist, meaning all I do is work with buyers. In fact, 100 percent of my time is spent helping buyers find the right home. So, let me ask, where do you plan on moving?

Whatever they say ...

Fantastic. Well, I like to keep my finger on the pulse of the market by knowing the inventory in the area I specialize in. I'd like to simply ... SCHEDULE AN APPOINTMENT ... to preview your house, so that I can compare your house's features with the prospects I currently have in my pipeline and ideally get your house sold. So, let me ask, when would be a convenient time for me to preview your house? Are weekdays or weekends better?

By the way, if I were to bring you an offer from one of my potential buyers that is acceptable to you, would you accept that offer from my company?

If FSBO has not yet purchased another home

When I stop by on _____, I'd like to bring a list of properties that match the criteria of the home that you are looking for. So, tell me, what part of town are you most interested in? What style of home are you after? How many beds, baths? Etc ...

Dos and Don'ts of FSBOs

Do	Don't
Come from Contribution	Think FSBOs don't want to list with agents
Take responsibility for your own actions	List them over the phone
Give a problem presentation	Tell them how to get a house sold
Walk through the house asking questions	
Ask about marketing	Show them all your marketing
Ask about contracts	Write contract for them

