

SCRIPT BOOK

IGNITE

SKILLS TO SPARK A
GREAT CAREER



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Lead Generation Scripts

New to Real Estate

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?

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 your 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.

New to Keller Williams

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

I'd like to share some exciting news with you. Usually, I'm the one helping people make a move. This time, I'm the one who moved! I've moved my real estate business over to Keller Williams Realty and just because my company name has changed, the level of service I offer to clients hasn't. My clients will continue to get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. May I count on you 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?

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.

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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.

Remind Them You're in Real Estate

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

It's been awhile and I'd like to apologize for not staying in touch. I've been busy growing my real estate business and working with great clients like you. I wanted to share with you that I have a personal goal to help ____ (#) families get into the home of their dreams this year. As you already know, I'll do whatever it takes to help people. May I count on you to help me reach my goal?

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?

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.

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

New to the Area

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

I'd like to share some exciting news with you. I have moved to _____ (new town) and I'm with Keller Williams Realty, and I thought about connecting with you because I knew you would be someone to help me get my business going in _____ (new town). May I count on you?

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?

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 your 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.

Calling for Referrals

Hi _____, my name is _____ with Keller Williams Realty. Your name was given to me by a close friend of both of ours, (*your Met's name*), and he/she said that I should give you a call. Is right now a good time to talk for a couple of minutes? Excellent!

(*Your Met's name*) said that you were thinking about (*buying/selling*) a house in (*time frame for buying/selling*) and asked if I would please give you a call. *He/She* and I both want to make certain that you are in great hands and that you have the very best, so that's why I'm calling.

Since everyone likes to know what houses are selling for, 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, and I can send you a text to link to it. Does that sound good? Great!

If they are buying ...

Have you seen anything you like thus far? Great!

Are you working with any other agent? No? That's good.

If they are selling ...

When are you planning to move?

Have you listed your house with another agent? No? Excellent!

Continue ...

The next step is for us to get together. I can answer all your questions and explain how the entire process works. It will only take about 20 minutes. Can we meet today or would tomorrow be better for you?

If no thanks ...

I understand. Just so you know, I have a wealth of interesting and timely information about the real estate market in your 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 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. I'd appreciate that. Thank you for your time today, and please let me know if there is anything I can ever do for you.

Contacting FSBOs

Asking for an appointment to see their home.

Good morning, my name is _____ with Keller Williams Realty, and I noticed your home is for sale. As a real estate customer service expert, I like to keep up with the inventory in this area so I know what kind of buyers to bring. Would you be offended if I came over to view your home?

If “Yes” (they would be offended), or “We don’t want to list with a real estate agent.”

I promise I won’t ask you for your listing. The reason for my call is not to list your home. I would simply like to put the home on my For Sale by Owner Inventory List. Would today at 3:00 p.m. or tomorrow at 1:00 p.m. be better for you?

Touring their property.

Mr./Ms. FSBO, thank you for allowing me to view your home today. Would you mind just showing me around and pointing out the features?

Where are you going next? When do you need to arrive?

Mr./Ms. FSBO, thank you so much again for showing me your lovely home. I want to wish you the best of luck in selling it. I have _____ (*offer one of your reports*) that might help you sell your home. I’d be happy to drop it off, because I’m hoping for a win-win here. I can provide you with information to help you sell and I hope that, in return, you will refer any buyers not interested in your home to me. Is there anything else I can do to help?

Build rapport and a relationship with them.

It was good to meet you the other day. I’ll plan to check in with you from time to time—just to see how things are going and where there have been any changes in your plan to sell.

Selling is hard work. I have a tip sheet on preparing your home to sell that might help. I’ll be in your area tomorrow: can I drop it off around 9:00 a.m., or would the afternoon around 2:00 p.m. be better?



Focus on saving money by working with a good agent.

There are some good statistics available about the prices buyers pay for homes. I'd like to show them to you, or drop off a copy. What day and time would be convenient? It'll just take a minute.

Focus on saving time by working with you and get their home sold.

Good morning, Mr./Ms. FSBO. I thought you might be able to use this information on home improvements and cosmetic changes that are most effective with buyers. How are things going?

Calling Renters and First Time Home Buyers

Renters (Option 1)

Hi _____ my name is _____ with Keller Williams Realty, and I was wondering if you've considered buying a home for yourself or your family sometime in the near future. Owning a home is a goal for most people and continues to be a good investment.

Have you wondered about the costs and the process to get into a home of your own? I've found that some people don't think they can afford to buy their own home, and that they may be able to buy a home for almost the same amount as they are paying in monthly rent.

I would love to sit down with you and explain the process of owning your own home. It's no obligation on your part. Would you like to meet tomorrow for 15 minutes?

Renters (Option 2)

Hi _____ my name is _____ with Keller Williams Realty, and I was wondering when you'll be ready to stop paying your landlord and start paying yourself. May I explain?

I help people buy homes, and I've found that a lot of people don't think they can afford to buy their own home, and that they may be able to buy a home for almost the same amount as they are paying in monthly rent.

I would love to sit down with you and explain the process of owning your own home. It's no obligation on your part. Would you like to meet tomorrow for 15 minutes?



Newlyweds

Hi _____ my name is _____ with Keller Williams Realty. I'm calling today, first and foremost because I heard you recently got married and wanted to congratulate you, and second to see if you had considered buying a new home — or if you already own a home, what about buying an investment property?

I would love to sit down with you and explain the process of owning your own home or investment property. It's no obligation on your part. Would you like to meet tomorrow for 15 minutes?

And because you are a newlywed, you typically know other newlyweds or others getting married who haven't bought a home yet, and you'd be doing them a great service by introducing us and letting me talk to them for five minutes to share with them the opportunity of owning their own home.

Calling Personal and Professional Service Industries

Creating referral partnerships with business owners you have done business with

Hi _____ (*business owner*), I'm _____ with Keller Williams Realty. I'm in the process of creating a list of preferred business and service providers to give to my clients. Since I frequently have clients ask me for a good _____ (*dentist, landscaper, or other business*), I only want trusted companies to refer them to. Since I have had excellent service from you, would you and your business be interested in being included?

(If yes, continue . . .)

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

(If yes, continue . . .)

Excellent! How about we confirm each other's contact information so that we can get started?

Creating referral partnerships with business owners you have not done business with

Hi _____ (*business owner*), I'm _____ with Keller Williams Realty and I'm in the process of creating a list of preferred business and service providers to give to my clients. Since I frequently have clients ask me for a good _____ (*dentist, landscaper or other business*), I'm looking for a trusted company to refer them to. I've heard good things about your company. Would you and your business be interested in being included?

(If yes, continue . . .)

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

(If yes, continue . . .)

Excellent! How about we confirm each other's contact information so that we can get started?

Scripts for Working with Sellers

Listing Presentation

Listing appointment

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

Review the Prelisting Packet you left with the seller.

Ask:

Did you have a chance to review the Guide to Selling Your Home I left 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.

Goals for today's listing appointment

We've got six goals for today's meeting. *(Quickly run through the six goals)*

1. Discuss your motivation for selling
2. Define your 10+ Experience expectations
3. Review what you can expect from Keller Williams and me
4. Explain the selling process from listing to closing
5. Review the three factors that get your home sold
6. Decide to work together

About Goal #6, let me explain that we can expect one of three outcomes from our meeting today:

- You may list your home with me and that would be great!
- You may not list your home with me and, to be honest, that wouldn't be so great
- I may be unable to take the listing.

Is that fair?

Uncover and prioritize the seller's needs

Some rules of communication:

1. Ask LOTS of questions
2. Listen more than you talk
3. Affirm their responses with: "Great," "That's wonderful," "Yes," "I agree"
4. 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.

Ask:

Mr. /Ms. Seller, to do a better job of marketing your property and serving your needs, would you mind if I ask a few questions and take notes?

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 Keller Williams Realty?

Let me tell you a little bit about the company I work with—Keller Williams Realty—and why you’ve made a great decision to talk to us 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?

What you get from me

What you’re getting from me is the following ...

Quickly cover the professionalism and expertise you provide, highlighting each category listed on this page.

Any questions?

With my technology, we can conduct your entire real estate transaction online. Our paperless transaction management system means no more faxing papers back and forth or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible handwriting, over-faxed contracts, or lost documents.

Having the paperwork online, provides a level of security for your confidential real estate transaction documents. Every change, initial, and signature is stored and available for up to 7 years and all parties to a transaction can collaborate in one space. You can be out of town and still keep the negotiation or closing process moving as long as you have Internet access.

The home selling process

If their answer to the Prelisting Packet question – “Have you ever bought or sold real estate?” was no, you may need to explain the steps more thoroughly. If yes, you can skim over this content.

I'd like to explain the selling process to you and what services I'll be providing at each phase along the way.

Cover the three phases listed.

1. Servicing and Marketing
2. Offers and Negotiations
3. Contract to Close

Any questions?

A smooth closing

If they've sold a home:

It may have been a while since you've sold a home, so let's look at what's expected of sellers at the closing table.

If this is their first time selling:

Let's review what's expected at the closing table.

Any questions?

Three factors that get your home sold

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.

Marketing of the home is critical and this is where my expertise comes in. I will review my comprehensive marketing plan with you in a moment.

We'll also discuss that the price is determined by what buyers are willing to offer and how to price the home so it will get sold.

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?

Go over the quick list of tips to improve the appearance of the home.

Any questions?

Let's review my 14-Step Marketing Plan that's designed to attract buyers quickly.

Go over each step of the 14-Step Marketing Plan.

Any questions?

Your home will be advertised throughout the Web, on multiple sites, locally, nationally and globally.

Any questions?

Price to sell

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.

Our current market favors ...

If a seller's market – inventory less than 6 month supply:

... sellers. This means there are more buyers than properties for sale, so sellers are emboldened to ask for more than market price. It is easier for sellers to sell a well-priced house, and properties priced right can go fast. Buyers have fewer choices and must act quickly to get the home they want.

If a buyer's market – inventory greater than 6 month supply:

... buyers. This means there are more homes for sale than there are buyers for them. In this market, sellers have less options and buyers are in control. Sellers must price their home even more strategically to make it attractive to the few buyers looking. And they must be prepared to negotiate to get the home sold.

Many sellers make the mistake of pricing their homes. You many have even noticed some of your neighbors make those mistakes in the past.

But smart sellers understand...price is determined by the market.

Any questions?

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.

Mr./Mrs. Seller, 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?

Price recommendation

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 14-Step 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 and get you packing!

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?

I also have prepared an Estimated Seller's Net Proceeds to give you an idea of what you can expect to receive at the closing. This details various deductions for title and/or escrow companies, insurance payments, HOA dues, real estate commissions, etc.



Moving checklist and end of appointment

So you know what to expect, I've provided a What to Expect Next Checklist.

As a bonus, I've included a Moving Checklist for moving day. I know there are so many things on your mind and these little things can be overlooked.

Thank you so much! It's been such a pleasure meeting with you and getting to know you. And I'm so happy that we'll be working together. I promise to live up to your expectations and do everything I've committed to.

Let's set up a time to discuss options for staging your home, and I'll get a sign in the yard right away. Does that work?

Thank you, and I'll be in touch on _____ (*insert appropriate day*). Please contact me whenever you have a concern or a question. I'm here for you!

Seller Objections

Seller Objection 1: We need an agent with more experience

Keller Williams is different. I'm a partner with others in my office. We share in the profit of our office. When one makes money, it benefits the rest of us too. 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 need to 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 buyer agents less money too. You want to give the biggest incentive possible to buyer agents, don't you?



Seller Objection 5: Why should we pay?

Has there ever been a time when you bought something for less, thinking it was a great value - only to find out it was not, and you had to replace it and spend more? Quality lasts. It delivers value. Is this time like that time? It is.

Pricing

Pricing to sell is based on understanding what is selling

Mr./Ms. Seller, some of the things you can control during the selling process are the condition of your property, the availability of your home for showings, and your positioning in the market. In the end, value is determined solely by what a buyer is willing to pay in today's market, based on comparing your home to others currently on the market for sale. I don't determine value and neither do you. The market determines value. Does this make sense?

Address pricing honestly

Do you want me to tell you the truth, or do you want me to tell you what you want to hear?

If a seller insists on a higher than market price, get agreement now that if you have not had a bona fide offer in a reasonable (short) time period, you will reduce the price to your recommended price.

The first few weeks your home is on the market are the most critical and will attract the most serious buyers. If we don't get a bona fide offer in this time, the market is telling us the home is overpriced. If after three weeks this is what's happening, do you agree to reduce the price to my recommended price to meet market demands?

CMA Scripts

Explaining the CMA

Mr./Ms. Seller, would you like to obtain the highest price possible for your property?

If “no,” dig deeper. If “yes,” continue.

To achieve the highest price possible, you must have maximum exposure to the marketplace. The most important decision you will make in this respect is where you decide to price your property. The way most sellers establish their listing price is with a Comparative Market Analysis, what we call a CMA. *(take out your CMA pages)*

As you can see from this CMA, the average market time in our area is 60 days*. This means that if you want to sell your property in less than 60 days, you have to be in the top 50 percent in terms of price and property condition. To sell in 30* days, you’ll have to be in the top 10–15 percent in terms of your price and property condition.

**You will need to find out the correct numbers for your marketplace and customize this script.*

Determining the list price

Mr./Ms. Seller, 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?

Pricing Objections

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

Will you as a buyer pay what the seller wants because that's the price they need? No, you'll 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 they 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

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 14-Step Marketing Plan, will draw agents and buyers to your home and position it as a highly appealing and highly competitive property.

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!

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

Explain the Benefits of Preapproval

Option #1

Mr./Ms. Buyer, it's important that you are preapproved for a loan before you begin your home search. Preapproval is really just 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 lenders call you to help with your preapproval? When is the best time?

Option #2

Let's just assume for a moment that you are the seller.

You have been transferred by your company and need to sell your home in 3 weeks. The first thing you do is call your real estate agent and let them know that you need to sell this home and you need to sell it now. You end up listing it below fair market value because you are under time pressure, so of course the first day you receive two offers. The first offer is for cash, and it is \$2,000 less than your request price. The second offer is for full asking price because those buyers really want it—however, they haven't been preapproved, so you do not know if they can qualify, even their agent doesn't know if they can qualify! Knowing you are under time pressure, which offer are you going to take? Are you really going to take a chance for an extra \$2,000?

When you are preapproved for financing, you essentially become that cash buyer. Can you see the benefit of that? So when is the best time for one of my lenders to call you? Is it weekends, weekdays, or in the next 15 minutes?

Schedule the Appointment for the Buyer Consultation

If this buyer lead came to you based on the buyer calling in on a certain property and the home happens to be in their price range, make an appointment for them to see the property and have a consultation.

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?

If you have called a referral and the buyers have been willing to answer questions and stay on the phone with you, they have the potential to be serious buyers.

Mr./Ms. Buyer, 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?

Buyer Closing Costs

Mr. /Ms. Buyer, 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%.

Buyer – Close For Agreement

Ask for the business

The following script details a simple way to obtain an exclusive agreement:

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.

Closing the Buyer Representation Agreement #3

We call this agreement our loyalty agreement, where I agree to be loyal to you and take no action detrimental to your best interests. It's a reciprocal agreement in that I ask you to give me your loyalty in exchange for me working nonstop to find you the best home, at the lowest price, in the least amount of time.

Handling Objections to Exclusivity

If a buyer objects to signing, use the script below:

Mr. /Mrs. Buyer, 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 want to be free to work with other agents.

When you engage me as your real estate sales representative, you give me the tool that I need to represent you. If you 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. So 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 don't need to work with an agent because 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

Mr. /Ms. Buyer, 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.

Present the Buyer Needs Analysis

Mr. /Ms. Buyer, 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 10–15 minutes exploring what the right home for you would be like. We'll call this your 10+ home.

It may seem like a lot, but I'd rather ask you 500 questions 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?

Three Questions Deep

Here in an example of how to move three-deep when asking questions.

Where are you moving?

How soon?

Why is moving to that part of town important to you?

Why will that do for you?

What are you looking for in a new home?

Why is a large yard important to you?

What will that do for you?

What will that ultimately do for you?

Conclude the Buyer Needs Analysis

When you wrap up the needs analysis portion of the buyer consultation, let the buyer know that they are unlikely to find a home with 100 percent of the features they are looking for.

Mr./Ms. Buyer, there is no such thing as a 100 percent house. It will have your five must-haves, and possibly some of your nice-to-haves. When we find a house that has your five must-haves—that is, a 90 – 95% house — I’m going to suggest you write an offer. Does that work for you? What are the five must-haves for the home you buy?

Five Must-Haves

1. What are the top five things your home must have?

- _____
- _____
- _____
- _____
- _____

2. Beyond those five things, what is something else you really must have?

3. If you could have something else, what would that be?

4. If you could have one last thing to make this your dream home, what would that be?

Buyer Informational Scripts

Average Days on the Market

The reality is, we have to evaluate each home you like and decide if it is the home for you, whether it has been on the market for a day or a year. A great home always sells, and it usually sells fast. So while the average days on market is (_____), that number does not represent all the homes, because some of them sit on the market for 365 days and some of them sell in 1.

List Price to Sales Price – When your buyer wants to make a low offer

The average list price in (_____) is (_____), but the average sales price is (_____. That means that sellers are coming down / going up approximately (_____ dollars). The reason I share this information is that I would prefer to turn you down now rather than disappoint you later, if you think you could offer \$25,000 less than the list price and actually expect to get it.

So let me ask you a very direct question. If we found you the perfect home and the seller is only willing to come down about (_____ dollars), how would you feel about that?

If your list-price-to-sales-price ratio is better than the average agent's.

So, you are looking for a \$350,000 home, aren't you? The average list-price-to-sales-price ratio is (_____), and mine is (_____. I am going to save you (_____% over and beyond what the average agent is doing right now. Let's do the math (take out calculator), on a \$350,000 home I am going to save you (_____ dollars). Can you see the benefit of that?

Home is out of the buyers' price range

Well, that home is a tad above/below your price range, but I have three other properties right here in front of me that are in your price range that I would love to share with you.

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?

We will also be able to see if there are any contingencies or other issues that will not be apparent by just doing a tour. If there is something that would eliminate the home, better to know upfront.

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 BINS (Buyer Instant Notification System) which would prompt them to do their search from the IDX search tool on your website.

Offer online access

Would you like online access to every home on the market that matches your criteria? You’d also receive instant notifications every time a home that matches your criteria comes on the market. I’d be happy to sign you up for free on my Buyer Instant Notification System.

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.

Making it Great for the Buyer

Present the eEdge Advantage — online transactions

When you work with me, you'll have the opportunity to conduct your entire real estate transaction online. I use a paperless transaction management system called dotloop.

You'll reduce your environmental impact because online transactions are 100% paperless. Negotiations and closings can happen faster because signatures can be obtained without having to meet in person. Online transactions are also more convenient because no travel is required.

If they are not sure what online transactions mean:

When you conduct your transaction online, it means no more faxing papers back and forth or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible handwriting, over faxed contracts, or lost documents. With dotloop, the traditional paper trail is online, and all parties to a transaction can collaborate in one space. You can be out of town and still keep the negotiation or closing process moving as long as you have Internet access.

If they are concerned about the security of online transactions:

Do you bank online? Do you file your taxes online? Dotloop offers the same level of security with your confidential real estate transaction documents. Every change, initial, and signature is stored and available for up to 7 years.

Establish your showing process:

To make the showing process as efficient as possible, set the expectation with the buyer before looking at homes. Use the script below.

Mr./Ms. Buyer, 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?

As we view homes, there are two things I want you to keep in mind. One, that the 100% house does not exist. A 90%–95% house is really a 100% house. And two, I want you to keep your five must-haves in mind, because these will be your determining factors.

Keep the focus on the best homes

Mr./Ms. Buyer, when we do find the right home, we'll need to act quickly, and I know you are going to have that feeling of “Well, is there something better out there?” But I have to tell you, the best homes sell right away because they are the best homes.

Do you want to see all the homes, or do you want to find the right one quickly?

Set the next appointment

Mr./Ms. Buyer, 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.

Common Objections During Home Viewing

Objection 1: We love it, but we haven't seen enough properties yet.

Mr./Ms. Buyer, my role as your buyer specialist—and the reason why we met for a consultation—is to sort through the homes that meet your criteria and only show you the best available homes, the cream of the crop. And the best homes on the market go fast, usually in one, maybe two, days. If you love this home, chances are someone else does too! Are you willing to lose the perfect home for you, your WOW home, the one you will absolutely love, just so you can see everything out there?

Objection 2: We really want a formal dining room.

Mr./Ms. Buyer, remember at our first meeting when we talked about there being no such thing as a 100 percent house? (Refer to the Five Must-Haves sheet.) We identified _____ as being the five must-haves in your new home. Has a formal dining room taken precedence over one of these items? If so, which one? (If yes, you will need to begin a new search.)

Objection 3: We don't like the carpet/paint color/landscaping.

I hear what you're saying and this home does offer you a chance to add your own personal touches. Would it be better for you to pay a higher price for the seller to make the changes or just re-do this one thing yourself to meet your specific needs? Great!

Overcome Buyer Reluctance

Objection 1: What if prices drop?

Mr./Ms. Buyer, 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?

Get to the bottom line with your buyers

If you have shown more than the average number of homes and your buyers have not made an offer, it is time to go back to the drawing board.

Mr./Ms. Buyer, what you are looking for doesn't exist. So, we have to make a decision:

1. You can step into a higher price point.
2. You can adjust your expectations.
3. You can step away from the home buying process for a year and see what happens.

What is the best course of action for you?

Making and Receiving Offers

When the buyer wants the seller to make repairs

Mr./Ms. Buyer, 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

Mr./Ms. Buyer, 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?

Buyer wants to re-counter

When your buyer's offer is countered and your buyer wants to re-counter, it is important that they have the proper perspective.

Mr./Ms. Buyer, by countering the seller has essentially just sold you the home for \$200,000. If we counter at \$195,000, it allows the seller to walk away from you or accept another offer in the interim. It is the risk of selling away your dream home for only \$5,000. Are you OK with that risk?

Present the initial offer to your seller

Good morning/afternoon, it's _____ (*name*) with Keller Williams Realty. 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 \$_____ as earnest money and _____% as the total down payment. They want to close on _____ (*date*) and they're asking for _____% 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 \$_____, and the house around the corner sold for \$_____. 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*). This is _____ with Keller Williams Realty. 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 \$ _____. The rest of the terms in your offer are fine except for _____. 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

Handle your buyer's request for inclusion of seller's personal items

I'd be more than happy to write that into the contract for you. I feel when you start involving people's personal property it becomes more emotional. When you're asking for their antiques and their furniture, it's different than asking for their refrigerator or their washer and dryer. I don't like to get involved in personal property. If those are items that you want, let me call the other agent and see if the sellers are even willing to part with the items before we actually put it in the contract. If the other agent says, "They might consider including the items for the right price," then we can throw it in there. How do you feel about that?

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 \$700. While that's not inconsequential, is it worth losing this house? All things being equal, if the seller had a competitive offer for exactly \$700 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. Ten (insert correct number for your scenario) 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.

Prepare your seller to negotiate high-cost repairs

We've received a repair request. The buyers have had a structural engineer take a look at the house, and the engineer is recommending that eight piers be put underneath the home. What I know from my experience is that piers cost approximately \$XXX apiece. I can recommend to you some people who can give you bids within the next several days, then we can get back to the buyer within their option period to let them know whether you think this is something you can take care of. And then we can get this house sold. We don't have to listen to the structural engineer, but the fact that we have a structural engineer report means that it has to go with the seller's disclosure. If you decide not to put in any piers, perhaps you'll want to get your own structural engineer out there and get his opinion. Then if we can compromise with the two structural engineers' recommendations, we can call the buyer back and try to negotiate this—maybe you pay half and they pay half. Somehow, try to work this out with the buyer. If this contract does terminate, then you must amend your seller's disclosure because now you have a report in hand stating that you are aware of foundation issues. This will have to go to any potential buyers from here on out.

Counsel your seller when the buyer requests personal items

You know, the buyer in this offer is asking that you leave that stove that you're kind of attached to, and that light fixture in the dining area. I know those are items you'd like to take with you when you leave. Are you willing to replace that light fixture in the dining room? We could put something else up there that is a comparable light fixture, or give the buyer a credit back for that. Let me go back to them and tell them you really want to keep those pieces of personal property, and see if we might keep this deal together that way.

Make Your Notecards Meaningful

Mets

Thank you for taking the time to chat with me today. It was great to catch up with you and let you know what I've been up to with my business. I'm thrilled to be with Keller Williams and I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I appreciate you and I wish you all the best.

Referrals

Thank you for taking the time to chat with me today. It was great getting to know you and I look forward to helping you. Please know that I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I wish you all the best!

FSBO

Thank you for taking the time to chat with me today. It was great getting to know about your property and I look forward to helping you any way I can. Please know that I am available to you at any time, to be an asset and resource to you. Please call me whenever a question or need comes up, and if you don't mind, I'll stay in touch to see if I can be of assistance. I wish you all the best!



Expired or Withdrawn

Thank you for taking the time to chat with me today. It was great getting to know about your property, and I look forward to helping you any way I can. Please know that I am available to you at any time, to be an asset and resource to you. Please call me whenever a question or need comes up, and if you don't mind, I'll stay in touch to see if I can be of assistance. I wish you all the best!