



THE BOOK OF **YES** S C R I P T S

2020 Vortex Edition

**The Ultimate
Real Estate Agent
Conversation Guide**

by Kevin Ward

Revised and Expanded
for the New World of Real Estate

PROSPECTING SCRIPTS

YesMasters® PERSONAL CIRCLE SCRIPT

For use with Past Clients and Sphere of Influence

1. Hi,_____. This is_____at_____... How are you...?* () Great!
2. _____, the reason I'm calling today is because...I need your help! ... Do you have a quick minute? (Sure!) Great!
3. * I've set a goal to help at least_____people this_____(summer, etc)...who are either going to be buying, selling, or investing in real estate....and...

OR There are some tremendous opportunities right now...in the real estate market... [insert current information of value if available]....and...

4. I was wondering... who you've talked to recently that's looking to... buy a home,...sell a property, or...invest in real estate...in the next month or so...that I can help? () I appreciate you thinking about it...
5. Have you bumped into anyone at work? ...or in your neighborhood? ...or any family members? ...or at church [etc]...that might need my help? Fantastic!
6. What would be the best way for me to contact them?**() Awesome! Thank you!
7. I will give them a quick call...and introduce myself to them...and see what I can do to help! Is there anyone else you can think of? () Excellent!
8. [IF THEY DON'T KNOW ANYONE] When you do run across someone looking to make a move... would you...call me? (Sure.) Thank you!
9. So...when do you think you might be ready to...make a move...or...invest in real estate? () Good for you!
10. What can I do to help you? () Perfect!

***[OPTIONAL ICEBREAKER...if you have not talked to them in while]:** "I was just thinking about you...in fact I've been meaning to call you...and I decided...today...I was just going to pick up the phone and actually call you...so how are things going?" () Wow!

****[OPTIONAL]** And you know I will take great care of them---because I want both and them to be glad you referred me to them. So, what's the best number for me to reach them? () Perfect!

[HOW TO INTERRUPT a talkative PC]: Hey,_____. I'm so sorry to have to do this. I've got an appointment* I have to run on right now. I'm so excited to hear more about_____. Why don't you give me a call some evening in the next week or two... and let's catch up? (Sure.) Great!
Thanks.

**[Your appointment is to stay on your prospecting schedule.]*

YesMasters® PERSONAL CIRCLE SCRIPT

MODIFICATION FOR A NEW AGENT

1. Hi,_____. This is____. How are you....? () Great!_____, the reason I'm calling today is because... I need your help! ...Do you have a quick minute? (Sure!) Great!
2. In case you haven't already heard, I recently launched my career in real estate! Yeah...I'm very excited about it! And...I've set a goal to help at least_____ people in the next 3 months**...who are either going to be buying, selling, or investing in real estate....and...

[Continue with #4 on the PERSONAL CIRCLE SCRIPT]

YesMasters® Personal Circle Objection-Handler

OBJECTION: "Let me talk to them first before I give you their phone number."

1. Absolutely! And I appreciate so much your willingness to... make that introduction!
2. So let's do this. If you'll ...give them a call ...and ...make the introduction...let me...go ahead... and get his/her number from you... now.
3. And then I'll wait to hear from you. After you talk to him/her, just...shoot me a quick text message ...and ...give me the green light. Then I'll give them a quick call...and all I'm going to do is touch base with them, introduce myself, and see if there's anything I can do to help.
4. Fair enough? (Yes.) Perfect.
5. What is their number? () Excellent. Thank you!
6. [OPTIONAL] When will you be able to talk to them? () Awesome! Thanks again!

YesMasters® EXPIRED SCRIPT

Hi, is this _____? Hi, _____. This is _____. I'm a local real estate agent....and I was calling about your house for sale... I guess you're aware by now that the MLS is showing your home is "OFF" the market...

1. And I was wondering...when are you going to...interview agents again...for the job of actually getting it SOLD... () Excellent!/Really!
2. If your property had sold...where were you planning to go next? () That's exciting!
3. What's taking you to _____? () Good for you!
4. How soon did you want to be there? () Wow!
5. So...any idea what stopped it from selling? () Really!
6. How did you choose the last agent you had? () That makes sense.
7. How did you feel about the job the agent did? () That's good./Oh no!
8. So...what do you think was missing...that kept it from actually selling? () Ooh!
9. Now...it sounds like...you do still...want to sell your property...right? (YES.) Great!
10. If you could...get it sold...for top dollar...in the next 30 days... and... get __ [their motivation].... That is something you would still...be excited about...yes? (Yes.) Perfect!
11. And...If I could help you...make it happen...that would be okay with you...right? (Right.) Excellent!
12. When would be the best time for us to...get together...and take a look at how we can make that happen... how about Wednesday at 4:15...or would Thursday at 4:15 be better?

Leaving A Voice Mail For An Expired:

1. "Hi this is _____. I wanted to find out if you are still accepting offers on your property? If you are, please text me or give me a call...at _____"
2. OR visit my website at____[repeat URL slowly] for some info that will help you know what to do next. [Give the website ONLY if you have a Seller Online Vortex® site.]

Calling Old Expireds Script:

1. Hi, is this_____? Hi,_____...my name is_____. I'm a local real estate agent....and I noticed that you had your house for sale...____[e.g. last year]....
2. And I was wondering...when are you planning to... put it back on the market ... and actually... get it SOLD () Excellent!/Really!

[CONTINUE with #2 on the EXPIRED SCRIPT.]

Door-Knocking Expired Script:

[When door-knocking, you simply modify the script to the following:]

1. Hi, are you_____? (Yes.) My name is_____. I'm a local real estate agent....and I was dropping by to find out about your house for sale... I guess you're aware by now that the MLS is showing your home is "OFF" the market...

[Then proceed with #1 on the EXPIRED SCRIPT above.]

New Expired Script & Text Approach 2020

TEXT: Hi this is _____. Are you accepting offers on your house?"

[Yes]

Great. When would be a good time for me to give you a call?

If TEXT response is NO."

TEXT:

Thanks. Do you have a time frame for making a move?

[Yes]

Great./Got it. When would be a good time for me to give you a call?

If TEXT response is Not selling."

Got it. Thank you for letting me know. 🙌

[Send a Personal Introduction Video and add them to your PC A-Team.]

CALL (after text conversation and use script below):

YesMasters New Expired Script 2020

1. Hi, this is _____. I'm the Sales Director* of the 10-Day HomeSelling System...with _____ [Your Brand Name: "The _____ Team/Group"].
2. What would be the ideal time frame for you to...get your home sold...and be able to move?
() Excellent.
3. And I guess you're aware by now that the MLS is showing your home is OFF" the market...
4. If your property had sold...where were you planning to go next? () That's exciting!
5. What's taking you to _____? () Good for you!
6. Now...it sounds like...you do still...want to sell your property...right? (YES.) Great!
7. If you could...get it sold...for top dollar...in the next 30 days... and... get _____ [their motivation].... That is something you would still...be excited about...yes? (Yes.) Perfect!
8. And...If I could help you...make it happen...that would be okay with you...right? (Right.) Excellent!
9. When would be the best time for us to...get together...and take a look at how we can make that happen... I could come out at 5:15 this afternoon...or would tomorrow at 4:15 be better?

YesMasters® FOR SALE BY OWNER (FSBO) SCRIPT

1. Hi, I'm calling about your house for sale by owner. Are you the owner? (Yes.)
Great!
2. This is _____ with _____. The reason I'm calling is because...I work with a lot of buyers and sellers in your area...and wanted to find out ...what I can do to help you? () Great!
3. By the way, again my name is _____...what is your name? () Hi, _____.
4. So _____, how much time will you take...before you might...decide to hire a strong agent...to...get your property sold...for you? () Excellent!
5. When you...sell this house...where are you going next? () That's exciting!
6. How soon do you need/want to be there? () Great!
7. Why did you...decide to make the move? () Terrific!/Ouch!
8. How would you rate your motivation to...sell your house right now...low, medium, or high? () Good for you!
9. How are you marketing it? () That's great!
10. How did you determine the price you're asking? () Fantastic!
11. Do you have any flexibility on your price...or are you firm? () Terrific!
12. Why did you decide to market the house yourself...rather than...hire a professional agent? () That makes sense!
13. If you were to...hire an agent...what would you expect from them? () Excellent!
14. if I could help you...get your property sold...and_[*motivation*] ...and still net you the money you need in your pocket...would you...consider interviewing me now?
() Perfect!
15. When would be the best time for us to...get together...would tomorrow at 4:15 work...or would _____at 2:15 be better? () Excellent!

YESMASTERS FSBO TEXT MESSAGE SCRIPT

PREPARATION:

For each FSBO, you will do a quick 2-minute CMA where you pull comps and then pick a very conservative no-BS price. Subtract typical closing costs, including your commission as the number you are going to text to the owner.

Do this for all of the new FSBOs before you start texting.

STEP 1-TEXT:

Hi. This is _____. Would you take _____ (\$750,000) for your house after all expenses?

[Yes]

Great. When would be a good time for me to give you a call?

If TEXT response is NO."

TEXT:

What's the lowest amount you would take?

[\$775,000]

Great./Got it. When would be a good time for me to give you a call?

STEP 2: PHONE SCRIPT

Hello. This is _____. I'm the one who's been texting with you about your house.

And you're looking to net at least \$_____ from your house, correct? (Yes...)

Excellent.

[Then proceed with the NEW FSBO NET SCRIPT #3]

YESMASTERS FSBO NET SCRIPT

1. Hi, are you the owner of the house for sale? (Yes.) Great!
2. This is _____ with _____. How much are you looking to net for the sale of your house after all expenses? () Got it.
3. By the way, again my name is _____...what is your name? ()
Hi,_____.
4. When you...sell this house...where are you going next? () That s exciting!
5. How soon do you need/want to be there? () Great!
6. Why did you...decide to make the move? () Good for you!/Ouch.
7. If I could help you get \$_____ for your property after all expenses, and get you _____ [motivation]...would you...consider interviewing me now? () Perfect!
8. When would be the best time for us to...get together? Would tomorrow at 4:15 work...or would _____ at 2:15 be better? () Excellent!

YESMASTERS FSBO LONG NET SCRIPT

1. Hi, are you the owner of the house for sale? (Yes.) Great!
2. This is _____ with _____. I wanted to reach out and see how everything is going...and see if you've had any offers? (Yes/No.) Good for you./Got it.
3. By the way, again my name is _____...what is your name? () Hi,_____.
4. When you...sell this house...where are you going next? () That s exciting!
5. How soon do you need/want to be there? () Great!
6. Why did you...decide to make the move? () Good for you!/Ouch.
7. How much are you looking to net for the sale of your house after all expenses? () Got it.
8. If I could help you get \$_____ for your property after all expenses, and get you _____ [motivation]...would you...consider interviewing me now? () Perfect!
9. When would be the best time for us to...get together? Would tomorrow at 4:15 work...or would _____ at 2:15 be better? () Excellent!

YesMasters® FSBO PRE-APPOINTMENT OBJECTION HANDLERS

OBJECTION: “Bring me a buyer.” or “I’m willing to pay an agent who has a buyer...but I’m not going to list.”

Excellent! So you are willing to... cooperate with an agent... that has a buyer. Great!

OBJECTION: “We’re selling it ourselves”

So...right now you’re just planning to do it yourself. Excellent!

OBJECTION: “We’re not going to list.”

So right now you’re not really planning to...hire an agent . Got it!

OBJECTION: “Do you have a buyer?”

That’s a great question. We do have a number of buyers...however I’m not calling today because of a specific buyer for your property. What I do is find buyers for people... like yourself...who do want to... sell your home. So you are willing to...cooperate with an agent...that has a buyer, correct? (Yes.) Fantastic.

[AND THEN...Go back to the next question on the FSBO Script.]

OBJECTION: “We’re not ready to list with an agent...”

1. So for now you’re planning to just do it yourself. Got it.
2. And I’m not saying you should...hire me right now. All I’m going to do is give you some valuable information to help you... get more money in your pocket. Obviously, you do want as much money in your pocket as possible...correct? (Yes.) Exactly!
3. When would be the best time for you to... get together with me... so we can go over that...Wednesday at 4:15 or would Thursday at 2:15 be better?”

OBJECTION: “We’re still going to keep trying For-Sale-By-Owner for at least another month.”

1. Excellent. And...I’m not trying to get you to...stop trying to sell it yourself. I’m simply interested in helping you get the result you want...which is to...get your home sold...in the best time possible, with the least amount of hassle, and net you the most money possible in your pocket, right? (Yes.)
2. Because that’s what you want, isn’t it? (Yes.) Excellent!
3. When would be the best time for you to...get together with me... so we can go over some options...Wednesday at 4:15 or would Thursday at 2:15 be better?”

OBJECTION: “OBJECTION: “We’ve already sold it.”

Congratulations! So you’ve already signed an executed contract with the buyer?

1. **(YES.)** Excellent. And they’ve deposited their earnest money into escrow? (Yes.)
2. Good for you! So it sounds like you hopefully have everything taken care of. Is there anything I can help with right now? (No.). Great. Well, if anything happens or if you need anything, please let me know.
3. **(NO.)** Got it. So what’s the next step? [Listen to their answer. Repeat and affirm it and then go back to the next question on the FSBO Script.]

YesMasters® SHORT SALE/DISTRESSED SELLER SCRIPT

Hi...my name is_____. I'm a local real estate agent with_____.

1. [OPTIONAL] I help homeowners who have mortgages....whether you want to sell your house...or keep it....either way I can help you...and my services do not cost you anything. Are you the owner of the house? (Yes.) Excellent.
2. As you probably know, the public tax record shows a notice of default/trustee sale/foreclosure was recently filed on your home...and I was wondering... Have you taken any action yet to...stop your house from being foreclosed? (Not yet./We're already working with someone...) Got it/Good for you!
3. What bank is servicing your loan? () Excellent.
4. Are you wanting to keep the house....or would you like to just be able to...sell it...and...get out from under the mortgage? (Not sure, etc) Great.
5. As I mentioned I help homeowners in situations like yours to understand their options and educate them...so you can...make the decision...that's right for you. Why don't we set up a time to get together and take a look at the options... I could come by tomorrow at 4:15 or 5:15... Which would be better for you? Terrific!*

IF THEY WANT TO KEEP THEIR HOUSE:*

1. Good for you. Are you working directly with the mortgage company or is someone else handling it?
2. Can I give you a suggestion that might help you get it through faster? (yes.)
3. Follow up....call your bank....and/or loan modification company....at least once a week....Your best chance of getting a loan modification is if you work directly with the mortgage company...Does that make sense? (Yes.) Great!
4. If your modification is denied....or not to your benefit....have you thought about your next step? () Excellent!
5. You do have options....why don't we set up a time to get together so I can explain these to you...again...no there's no cost...and no pressure...fair enough?
6. Which would be better, tomorrow at 2:15 or would 4:15 be better for you?

*Often this comes out as an objection: "We're getting a loan modification." Or "We have someone helping us." Or "We've already taken care of it." etc. Be helpful. Build the relationship. Follow up. If they can keep the house, good for them. If they end up needing to sell it, you will get the listing because they now trust you.

NOTE: For best results at the door, have an information piece to hand them quickly in case they try to shut the door quickly. It should give them a link to your website with a free download for distressed homeowners (i.e. an opt-in page) so they can go to your site and then connect with you at their own pace.

People who fall behind on their mortgage often feel tremendous stress along with other emotions such as guilt, embarrassment, shame, fear, sadness, and anger. They are often living in denial, so it takes time, patience, and usually repeated follow up conversations before they may be ready to trust you and to take action.

YesMasters® PROBATE SCRIPT FOR EXECUTOR/

ADMINISTRATOR

Hi, is this _____? Hi, _____. This is _____.

I'm a local real estate agent...

1. And I was calling about a petition for probate that was filed recently for the estate of _____. It showed that you are the person in charge. Is that correct? (Yes.) Excellent.
2. Mr/Ms _____, the reason I'm calling is because there is a property located at _____ in the city of __, that is a part of the estate, is that correct? (Yes.) Good.
3. Is this property for sale or do you know if there is any interest or plans to...sell the property?(Yes/Undecided.). Excellent.
4. [OPTIONAL: IF YOU HAVE AN INVESTOR:] I have a client that is interested in the property.
5. How soon do you want to get the property sold?
6. When would be a good time for us to meet at the property to get a closer look and have a conversation in regards to the property...Is the Friday at 4:15 good for you or would Saturday at 10:15 be better?

IF "NO":

7. Got it. Are you waiting for the court hearing before making a decision in regards to the sale of the property? (No plans to sell). Understood.
8. Let me give you my personal contact info...so if anything changes...and you...decide to sell the property, you can contact me, fair enough? (Sure.)
Excellent.

[If there is any connection, add them to your Personal Circle and stay in touch.]

PROBATE PREQUALIFYING QUESTIONS:

(To be used along with the Seller Sheet - page_____)

1. Who besides you has input into the decisions regarding selling the property?
2. How soon would you like to have the property sold?
3. How will the proceeds be distributed?
4. Will court confirmation be required, or do you know that yet?
5. Has the court issued the letters testamentary yet?

YesMasters® PROBATE SCRIPT FOR ATTORNEY

Hello, this is _____. Is _____ (attorney's first name only) available.

1. Hi, _____. This is _____. I'm a local real estate agent.... And I was calling about a petition for probate that was filed recently for the estate of _____. It showed that you are the attorney for the estate. Is that correct? (Yes.) Excellent.
2. The reason I'm calling is because there is a property located at _____ in the city of _____, that is a part of the estate. Is this property for sale or do you know if they have any interest or plans to...sell the property? (Yes/Undecided.). Excellent.
3. Is there a Realtor involved in the transaction? (No.) Got it.
4. [OPTIONAL: IF YOU HAVE AN INVESTOR:] I have a client that is very interested in the property.
5. How can I reach Mr./Mrs. _____ (Executor/Administrator) to take a closer look at the property?
IF YOU GET INFO: Thank you very much. I will be in contact with them.
IF THEY WILL NOT GIVE YOU CONTACT INFO: Would you be willing to pass my information to them? (Sure.). Excellent. Thank you for your time.
6. What other cases are you working on right now that I could help with?
IF "NO":
7. Got it. Are you waiting for the court hearing before making a decision in regards to the sale of the property? (No plans to sell). Understood.
8. Let me give you my personal contact info...so if anything changes...and you...decide to sell the property, you can contact me, fair enough? (Sure.) Excellent.

NOTE: In many states, attorneys can be paid referral fees, so this may be the incentive they need to help you reach the Executor/Administrator. Be straightforward and professional with attorneys. That's what they respect. Often they will tell you they already have an agent/broker. Ask to be their back-up. Build that relationship and your turn will come.

YesMasters® OPEN HOUSE EVENT INVITE FOR

DOOR-KNOCKING

Hi, my name is _____ with _____. I wanted to drop by and let you know about an Open House Event we are going to be having over on ___(address) this _____ from_to_____ (E.g. Sunday from 1 to 4))... for the _____ (Smiths) (*HAND THEM FLYER.*)

I wanted to invite you to... come by and... take a look(*mention any special treats or refreshments, etc*) ...and also I wanted to find out...

1. Who do you know that would like to move into our area? () Fantastic! Look forward to seeing you there!
2. Just out of curiosity...when do you think you might be ready to ...make a move? () Wow!
3. How long have you lived here? (*10 years*) Great!
4. Where did you move from? () Good For You!
5. What brought you to this area? () Excellent!
6. If you were to... move again ... where do you think you would go next? () That's Exciting!
7. And how soon would you like to do that? () Terrific!!

If their time frame is 2 months or less...

8. It sounds like our next step would be to... set up a time to get together ...and take a look at the best way to make all this happen for you...so you can get to_____by
Won't that be exciting? () Fantastic!
9. Which would be the best time for us to get together...
Monday at 4:15... or Tuesday at 4:15 pm?

If their time frame is longer than 2 months...add them to your PC (Personal Circle)

YesMasters® HOT MARKET SCRIPT

1. Hi, my name is _____ with _____! I was dropping by (*calling*) to give you a quick update on the real estate market in ____And to let you know there have been _____ homes that have sold in the last days... that sold in less than 30 days (*OR ...that all sold at or above list price!*)...! Did you know that?
() Yeah, it's pretty exciting news, isn't it?
2. And we know that when homes start selling like that ... 2 or 3 more will sell very quickly ... So I was just wondering
3. When you think you might be ready to.... make a move ? (*Never*) Great!
4. How long have you lived here? (*10 years*) Good for you!
5. Where did you move from? () Excellent!
6. What brought you to this area? () Wonderful!
7. If you were to... move again ... where do you think you go next? () That's Exciting!
8. And how soon would you like to do that? () Terrific!!

If their time frame is 2 months or less...

9. It sounds like our next step would be to... set up a time to get together ...and take a look at the best way to make all this happen for you...so you can get to _____ by _____. Won't that be exciting? () Fantastic!
10. Which would be the best time for us to get together...Monday at 4:15...or Tuesday at 4:15 pm?

If their time frame is longer than 2 months...add them to your PC (Personal Circle)

[*Make sure you get their contact information.*]

YesMasters® FOLLOW UP SCRIPT FOR ONLINE SELLER

INQUIRY

1. Hi! Is this _____? (Yes.) Hi _____. This is _____ with _____...and the reason I'm calling is because you submitted a request for _____ (a free Market Analysis/my free downloadable report...). I wanted to give you a quick call and introduce myself, and let you know that I emailed it over to you, and I wanted to make sure you got it. (Wait for answer and repeat and affirm)
2. What's your time frame when you think you might be ready to.... make a move? () Great!
3. When you are ready to...sell your current home ... where do you think you will go next? () That's Exciting!
4. How soon would you like to do that? () Terrific!!

If their time frame is 2 months or less...

5. It sounds like our next step would be to... set up a time to get together ...and take a look at the best way to make all this happen for you...so you can get to ___ by ____ . Won't that be exciting? () Fantastic!
6. Which would be the best time for us to get together...Monday at 4:15...or Tuesday at 4:15 pm?

If their time frame is longer than 2 months...add them to your PC (Personal Circle) A-Team and stay in touch with them.

[Make sure you get their email and cell phone if you don't have it.]

YesMasters® FOLLOW UP SCRIPT ONLINE BUYER

INQUIRY

5. Hi! Is this _____? (Yes.) Hi_____. This is_____with_____...
and the reason I'm calling is because you submitted a request for_____
(property information...). I wanted to give you a quick call and introduce myself,
and let you know that I emailed it over to you, and I wanted to make sure you got
it. (Wait for answer and repeat and affirm).
2. What's your time frame when you think you might be ready to.... make a
move? () Great!
3. Are you currently renting or do you have a house to sell first before you move? ()
Excellent.
4. Ideally...How soon would you like to...get into your new home? () Terrific!!

If their time frame is 2 months or less...

5. It sounds like our next step would be to... set up a time to get together
...and take a look at the best way to make all this happen for you...so you
can get to _____by_____.
- Won't that be exciting? () Fantastic!
6. Which would be the best time for us to get together...Monday at 4:15...or
Tuesday at 4:15 pm?

If their time frame is longer than 2 months...add them to your PC (Personal Circle) A-Team and stay in touch with them.

[Make sure you get their email and cell phone if you don't have it.]

YesMasters® FOLLOW UP SCRIPT FOR INCOMING

REFERRAL LEAD

1. Hi! Is this _____? (Yes.) Hi_____. This is_____with_____... and the reason I'm calling is because_____gave me your information and said you might be interested in_____(buying/selling/etc). I wanted to give you a quick call and introduce myself, and see what I can do to help. (Wait for answer and repeat and affirm).
2. What's your time frame when you think you might be ready to.... make a move?
() Great!
3. Are you currently renting or do you have a house to sell first before you move? () Excellent.
4. Ideally...How soon would you like to...get into your new home? () Terrific!!

If their time frame is 2 months or less...

5. It sounds like our next step would be to... set up a time to get together ...and take a look at the best way to make all this happen for you...so you can get to _____by_____. Won't that be exciting? () Fantastic!
6. Which would be the best time for us to get together...Monday at 4:15...or Tuesday at 4:15 pm?

If their time frame is longer than 2 months...add them to your PC (Personal Circle) A-Team and stay in touch with them.

[Make sure you get their email and cell phone if you don't have it.]

YesMasters® PERSONAL CIRCLE MULTIPLIER SCRIPT

1. Well, _____...it's a pleasure to meet you today... Who do you know in the area who is looking to...buy or sell or invest in real estate... in the near future that I could help?
2. When you do run across someone who needs to sell or buy real estate... do you have a great "go-to" agent to refer them to? (*No/Not Really.**) Perfect! Let me be your go-to agent...ok? (*Sure.*)
**If they say they already have an agent: "Good for you! I'd love to be your back up."*
3. Why don't we... exchange information and... stay in touch? Do you have a business card? [*If not, let them put their information on the back of your business card.*]
4. Let me shoot you a quick email or text so you can...keep my information in your phone...and when you... need me... you'll have it. What's your cell number? () Great. And what's your email address?
5. [*If they show any reluctance...*] And (*chuckle*) don't worry...you're not going to get spammed or anything like that... 'cause I hate that as much as you do. Know what I mean? (*Yes.*) Great.
6. So [*with a smile*] what's the number/email you... want me ...to use?

OR

I provide my personal clients a detailed market update every month and free personal Market Analysis any time they want it. I assume you do like to know about trends in real estate that are affecting the value of your home, right? (*Yes.*) Great! What email address would you...like me... to use?

OR [*if they will not give you their contact information*]

If you would like to check it out...here's my card. Just... go to my website at [*myagentsite*].com/marketupdate and you can...request it ...if you...decide you want it . Sound great? (*Yes.*) Excellent!

5-MINUTE SELLING SYSTEM PHONE SCRIPT

CALLER: I was calling to find out more about your _____ [10-Day Selling System/Guaranteed Sale] from your website/postcard. What's that about?

1. Perfect! Thank you for contacting us to find out about it.
2. Are you thinking about selling right away...or is it down the road a bit?

NOTE: Use the **Seller Sheet** Questions #4 through 6 to find out about their motivation and take notes. Then continue with this script.)

3. Here's how it works...Most agents list your home, put it in the MLS, and literally just wait...their strategy is to passively....wait for a buyer to come to them. Isn't that amazing?
4. I reverse the process...I already have a list of ready buyers...and we are constantly building that buyers list. And then...the moment you hire me, I go into warp drive to round up all the best potential buyers for your home. Make sense?
5. In fact my 10-Day Selling System is the best in the industry...at building buyer anticipation...and demand...before your home even hits the MLS or is available to be shown. Isn't that exciting?
6. The worst thing that can happen if you...want top dollar for your house in today's market, is for it to...SIT on the market. I assume you do...want top dollar for your home, right? (Of course!)
7. Our system is so powerful and comprehensive that it will...sell your home...usually in 10 days or less!
8. When would be a good time to get together to...see if this is right for you? I can come out today at 4:15 or would tomorrow be better...at 5:15?

Personalized Introduction Video SCRIPT

Once you have connected with someone new, either as a Lead or with an Appointment, text them a Personalized Introduction Video. A personal video is one of the most powerful ways to make you unforgettable and gain rapport with people. Once they see your video, you have gone from being just a voice on the phone to a real human being. People who have seen you on video also like you more and trust you more!

For the video, make sure you have good lighting on your face, that you are in business dress, and that you have great energy and enthusiasm.

PERSONAL INTRO VIDEO SCRIPT FOR LISTING APPOINTMENT:

1. Hi, _____! It's _____ with _____. I just wanted to shoot you a quick video and introduce myself to you personally...and let you know how excited I am to meet with you...and...talk about _____ [their motivation].
2. [Briefly share any other message or information needed.]
3. If you have any questions, please contact me...and I'll ...look forward to our meeting _____ (Thursday at 2:15)!

PERSONAL INTRO VIDEO SCRIPT FOR LEAD/NEW CONTACT:

1. Hi, _____! It's* _____ with _____. I just wanted to shoot you a quick video and introduce myself to you personally...and thank you for your time today.
2. Per our conversation...[Briefly recap the conversation focusing on what they want.]
3. I just want to let you know that I'm here for you...if you have any question or need anything. Please feel free to call or text me anytime...and we'll talk soon!

PERSONAL INTRO VIDEO SCRIPT FOR OPEN HOUSE ATTENDEE:

1. Hi, _____! It's _____ with _____. It was great to meet you at the Open House you attended today at _____. I'm going to text you a link to the property website with all the information and pictures of the house. If you have any questions about the property or would like to arrange a private viewing, please feel free to call or text me anytime.
2. Again...it was a pleasure to meet you today. We'll talk soon.

YesMasters® LEAD FOLLOW UP SCRIPT

Hi,_____. This is___with____. We spoke____(last week) and you were thinking you were going to... be ready to____[*motivation*]... in the next____[*time frame*].

1. I wanted to touch base and see*....what the next step is... () Excellent.
2. And....you do still...want to_____ [motivation], correct?
(Yes.) Perfect.

3. [**OPTIONAL if not ready to meet**] I was wondering...what questions do you have...or.... information do you need....that I can get for you? ()
Fantastic!

4. So...it sounds like our next step is to...set up a time to...get together_____ [e.g. "next week"] to...get the ball rolling...Which would be better for you....Wednesday at 2:15 or would Thursday be better?

***OR** ...if you're not ready to get the ball rolling.

***OR** ...if you are still on track with that time frame?

Only set an appointment if they are motivated to do something now. If not, keep them in your lead folder if you need to follow up with them again in less than a month. If they are over 30 days out from being ready to start the selling or buying process, put them in your Personal Circle

"A-Team" and call them monthly to stay on their mental radar.

YesMasters® SELLER SHEET

Source: _____ Contact Date: _____ Appointment Date: _____ Time: _____

Name: _____	Address: _____
Phone: _____	Cell: _____
	Email: _____

1. Before I come out...I need to get a little more information from you...so I can do my homework. Do you have a couple of minutes? Great!
2. When we get together, if everything looks good,* and you feel confident... I am the best agent to...sell your property...are you planning to...hire me...when we meet? ____ Terrific!
3. Are you interviewing any other agents...or am I the only one?* _____ Good!
4. When you...sell this property...where are you moving? _____
Fantastic!
5. What's taking you to _____ ?/ Why are you making the move? _____
Good for you!
6. How soon do you need to be there? _____ Great!
7. If we...sell your home in less than 30 days...would that be a problem for you?
_____ Excellent!
8. What would happen if your property just didn't sell? _____ Really!
9. What price are you thinking you would like to realistically...list your property for?

10. [OPTIONAL] And of course, I research the market every day...so obviously, we'll make sure we...list your home... at a price that will...get it sold, correct? _____ Perfect!
11. What do you think is the lowest price you would consider? _____ Got it.
12. How much do you owe on the property? _____ . Good!
13. Have you thought about trying it...for-sale-by-owner? (No/Yes) Terrific/Got it!

14. Will you briefly tell me about your home?

Price Range: _____ Areas: _____

Bedrooms: _____ Baths: _____ Garage: _____ Pool: _____

Lot: _____ Special features: _____

15. How would you rate the condition of your home...from 1 to 10...10 being like brand new? _____

16. What would it take to make it like new? _____

Any plans to do that? _____

17. Besides that...is there anything else positive or negative that buyers might notice? _____

18. I'm going to email you some information* for our meeting, will you go through it before we meet? _____

19. Specifically, what are the most important things you are looking for in the Realtor® you hire? _____

20. What questions do you have for me, before you're ready to...get the ball rolling...and...put me to work for you? _____

21. And last thing, will _____ (all decision-makers)...be there...for our appointment?*** (Yes) Perfect!

22. I look forward to seeing you _____ at _____!

PRE-QUALIFYING NOTES

1. *For FSBO's add: "and the numbers work..."
2. **[If "YES," they are interviewing other agents] "Tell me more about that.... () Got it. Can I safely assume you won't...make a decision...until after you...meet with me, correct?" (Yes.)
Excellent!
3. *Normal Contents of the Pre-Listing Pack: Your action Plan/Brochure, CMA, Net Sheet, Listing agreement and disclosure documents. Optional: Personalized Video, Testimonials/Reviews, and/or any web links, samples, etc.
4. **If you know, for example that it is a married couple, say, "And last thing, will both you and your husband/wife...be there...for our appointment?" The key is to clarify that all decision-makers will be there. If you do not know, ask: "Besides you, who are the other decision makers...or others you'll want to talk to before deciding?"
5. [***If they answer "NO" to this question regarding **all decision-makers present***]
Then let's do this...let's find a time when all of us can meet...that way we can make sure both/all of your questions are answered and that you and ___...feel comfortable... hiring me to... sell your home. Because obviously I will be working for both of you, right? (Yes) ...And I want both of you to... know you're making the right decision... yes? (Yes.) Perfect.

YESMasters Strategy: DO NOT handle objections during the pre-qualifying phase. Remember the only goal before you meet is getting the appointment and making sure they are motivated to sell.

THE LISTING PRESENTATION SCRIPTS

YesMasters® LISTING PRESENTATION

1. Hi_____. Thanks for having me over! Are you excited about moving to_____? Would you mind giving me a quick tour?
2. If it's OK...let's use the kitchen table, so we can lay everything out.
3. [*As sitting down*] Let's talk about getting you to_____ [*motivation*]!

CONFIRMING MOTIVATION

4. Now, the first thing I'd like to do is...review your situation and...what's important to you about making this move...is that OK? [*Review & confirm SELLER SHEET Questions 4-13*] Fantastic!
5. Now...I have three bottom line questions for you. Are you ready?
 - a. Are you definitely ready to... sell your property? (Yes.) Fantastic!
 - b. Will you...price it where it will sell...for top dollar...or are you OK if it just sits in on the market? (Yes/Not Sure) Great!
 - c. And most important,_____...Do you... want me... to... get it sold... for you? () Terrific!

[If they say "yes," go to **PRICING**. If not, go to **CONFIRMING THE GOAL**.]

CONFIRMING THE GOAL

6. _____, the purpose of our meeting today is two-fold:
 - a. Is for me to provide you with some very important information about what it's going to take to...get your house sold... for top dollar... so you can... get to _____.
by_____ [*motivation*] ...right? (Yes.)
 - b. Is for us to... decide today... if the right thing for you is to...partner with me... in the sale of your home. Does that sound fair enough? (Yes.) Excellent!
7. And whether you...decide to hire me...or not...I hope it will become clear to you through our meeting...that my commitment is to help you get what *you* want. If I can't help you...I'll tell you today...because I'm not interested in just getting a listing. I'm very interested in helping you get to____ [*motivation*]. ...Because that's what you want, right? (Yes.) Then we're on the same page!**
8. Now... There is really one key item for us to address today...and that is to...determine the right price... to set on your home... that will cause it to sell, right? Because obviously you don't want to... put it on the market... to have it not sell, correct?
9. Here's what I will do. As soon as you... decide to hire me... I am going to do everything it takes through my _____ [10-Day Selling System] to...get your home exposed... to all of the qualified buyers in the market...because that is the kind of exposure you want, right? (Yes.)
Great!
10. So the key today is for us to... establish the right price... that will make those qualified Buyers excited about your house when they see it.
Does that make sense?

CMA PRESENTATION:

11. In preparing for our meeting, I did a thorough Market Study for your home... also called a Comparative Market Analysis...Are you familiar with this? (Yes/No)
Perfect!
12. There are 3 main parts to the market study: (*point to each section as you explain it*)
 - A. First are Active Listings. These are your competition, right? I call this "DreamLand"...because...it's what people want to get for their house...but you don't know...what it's actually going to sell for...right?
 - B. Second are Expired Listings. Do you know what these are? ()
That's right, homes that didn't sell at all. They wanted to sell, but something went wrong. I call this "Never Never Land."
Can you see why? () Exactly. ... Because you NEVER want to be here, right?
 - C. Last are the SOLD houses. This is "REALITY." Because it tells us what homes are actually going for in this market. Are you with me? (Yes.) Excellent.
13. So this [Point to SOLDs.] is where we'll focus today...because obviously...to get you to [motivation] by [date/time frame], in which of these three categories do we...want your house to end up? (SOLD.) Exactly!
14. The purpose of the Market Analysis...is to determine the value of your home...
 - A. First, as Buyers will look at it... and second as an appraiser will look at it...
I'm sure you can understand why that's important, right?
 - B. First...the appraiser, because that's who the lender will hire to determine the value of your house based on what comparable homes are actually selling for...which is what Buyers are actually paying now. Does that make sense?
 - C. Second, to make sure we price your home in a way that will...make it attractive to Buyers. Because...Is a BUYER only

going to look at your home...or... are they going to shop around and compare your home with others? (Compare.) Obviously!

- D. So as they look at houses...what do you think they are comparing? () Exactly. They are comparing the features, such as quality, condition, and location, AND...they are comparing price, right?

15. Are you ready to take a look? [GO THROUGH the CMA with them, start with ACTIVE. Focus on SOLDs.]

- A. This home is comparable to yours...
- B. Notice, how many bedrooms? () How many baths? () How big is the garage? () What year was it built? () How many square feet? () [Wait for them to answer, and then affirm each answer.]
- C. Have you seen this home? [Explain...comparing features of each property...]

- 1) Your house has more value than this one...because...[explain why]
- 2) [OR] This property is a little nicer than yours...because...[explain why]
- 3) [OR] This property is very comparable to yours...[explain why]
- 4) Does that make sense?

- D. What was/is their price?
- E. Notice how long on the market?* How's that going to work to get you to by [motivation]?

16. So based on what the market is telling us... what price do you feel will... get Buyers excited... about choosing your property over our competition?

PRICING

17. After looking at your house and reviewing what the market is telling us... I'm suggesting we... list the house for \$____. ...And you can see why that's the right price, correct?
18. Because...that will get you the *best* price for your home in this market, in the *best* time possible...so we can get you to_____by_____ [*their motivation*]. Won't that be exciting!?! () Fantastic.
19. Do you have any questions about anything we've covered? (). Are you ready for the next step?

NET SHEET PRESENTATION

20. The net sheet gives you all the costs associated with selling your house...and how much you are actually going to walk away with after the sale of your house. That is something you would like to know, correct?
A. [*GO THROUGH NET SHEET WITH THEM*]
21. These are all standard closing fees and expenses for Sellers. Any questions on that?
A. [*FINISH SHOWING OR CALCULATING THEIR NET*]
22. Based on a realistic sales price of \$ and a closing date of ...here are the ESTIMATED total net proceeds to you at closing (and after your tax escrow refund)... [CIRCLE THE NET \$ AMOUNT]
23. _____ , is that a number you can live with? (Yes/No.)
[If they say yes, go to DECISION. If not:] I understand...it's less than you were expecting. Is it a number you could live with if you had to? (Yes.) Excellent.

DECISION

24. So we'll...get it on the market at \$_____... which we agreed is the right price, correct? (Yes.) Excellent!
25. Well... I'm ready for you to... put me to work! Are you ready... for the next step? (Yes.) Awesome!
26. Can I lay out for you what's going to happen next? Here are the highlights...
- A. First, we want to...make sure the house shows at its best, right?...*[explain staging, etc.]*
 - B. Second, I will be preparing the marketing for your property and...launch my pre- marketing campaign immediately...because you did...want us...to get the most exposure to the market as fast as possible, correct? (Yes.) Perfect.
 - C. Next, we launch...our **Exclusive 10-Day Marketing Blitz!**^{®*} Sound exciting?
 - D. Your property will be marketed to every potential buyer out there, and promoted to every licensed Realtor and their buyers through the Multiple Listing Service. Plus...I have it syndicated to over 5,200 real estate websites...including all the most popular ones buyers go to online. Of course, you understand how important that kind of internet exposure is for you, right? (Yes.) Excellent.
 - E. *[Go through the other highlights of your plan...]* Because you do...want me to give you the right exposure... that will get the best buyers in here, right? (Yes.) Awesome. Because that's exactly what you're going to get with me.
 - F. And with that exposure, assuming the market responds as we expect, we will be getting lots of buyer traffic. I'll be following up with all of that...which will then give us the best offers. Then I'll be negotiating all offers we get...to ultimately... get your property sold... for top dollar... and get you *[motivation]*. Are you ready for that? (Yes!) Great!

G. So...are you ready to...start packing? () ...I don't mean today...but soon! (Yes.)
Perfect.

27. Any questions...before you're ready to...** let me help you... make this move happen...
and get to _____[motivation]? (We're ready.) Awesome!

28. I'm going to have you... initial right here... on the CMA and the Net Sheet...*** And then
we'll take care of the rest of the paperwork... and I'll get to work! Congratulations!
[Shake their hand and proceed to signatures.] _____

*[OR whatever action plan you use.]

**[OR] "...or are you ready to..."

***[Put your initials first and a spot for theirs and let them initial.]

YesMasters® LISTING PRESENTATION PRICING

OBJECTIONS

OBJECTION: “That’s not enough.” Or “That’s too low.” Or “We have to get more than that.”

1. I understand... that’s less than you were hoping for. [*Pause*]
2. However, you can see why that’s the right price, right? ...Based on what the market is actually telling us. (Yes.) Excellent.

OBJECTION: “Can we start higher?” Or “We want to try it at a higher price.”

1. Of course...that’s always an option...to test the market, right?
2. You want the good news or bad news first? (*Good/Bad.*) The good news is...these sellers (point to comparables that have been on the market a long time) have already done that for us.
Does that make sense? [*Explain how many price reductions they have had, etc.*]
3. So the reality is... starting at a high price actually works against you. That’s the bad news, right? () Exactly
4. Because the best time to get top-dollar in this market is when a home first hits the market.

You do want top dollar, right? (*Of course!*) Absolutely!
5. That’s why...as you can see...\$_____is the right price...to get the most buyer interest fast...which will always get you the best price. Make sense?

[*OPTIONAL:*]

And this is why it’s important to... understand the Buyer’s perspective. ...Because what they see before they see the house...is the price...and because it’s higher than the competition... the price actually makes them afraid to fall in love with your house. So... they actually come to see your house...trying NOT to fall in love with it...just because of the price. [*PAUSE*]

And your house may be perfect for them, but they feel the price forces them to say “no.” Are you beginning to see why I’m concerned about pricing it high?

YesMasters® HOT & HIGH vs LOW & SLOW PRICING

SCRIPTS

1. Here's why it's so important to...price your home correctly from the beginning. For buyers to make a great offer on a house they have to be excited about 2 things.

#1, they have to love the house, right? And...

#2, they have to love the price.
2. If they love the house, but don't like the price, the offers will come in LOW & SLOW...if at all... because...they don't want to make a mistake. Nobody wants to pay too much for a house, right? It's the fear of regret.
3. However, when they love the house AND they love the price, their offers come in HOT & HIGH.... Why? () Exactly!/Right!

Because now there is a different set of emotions.

#1 Desire and excitement. And...

#2 is FOMO...Fear of missing out... In other words the fear of loss. And these emotions drive the offers up. Does that make sense?
4. This is what happens when we price it right and we create instant buyer demand which leads to multiple offers which gets you the highest price of all. And that is what you want right?
5. So you...tell me...which kind of offers you want...SLOW & LOW OFFERS? Or HOT & HIGH OFFERS? (). Exactly!
6. That's why it's important for us to price it aggressively to...get you top dollar for you house, right?

NOTE: To make this most effective, it helps to draw it out on a legal pad, so it's visual with a house and a dollar sign (which represents price). Then you draw a heart around the house (love the house), and then around the dollar sign (love the price).

YesMasters® GUARANTEED SALE SCRIPT

** [Insert this conversation normally between #7 and #8 in the Listing Presentation] You were also interested in the GUARANTEED SALE, correct? (Yes.)

The way this works is very simple... [go over highlights of your terms sheet]

1. We make sure we price your home accurately and strategically to generate maximum Buyer interest....which we will be going over the best price shortly, make sense?
2. We make sure your home is in "showcase" condition when buyers come through so they are... sold ...on your home. So we will schedule our professional stager to come in and go over with you how to ...get your home looking at its best for Buyers. Because we do.... want Buyers to fall of love with your house, right? (YES.) Absolutely.
3. And then, I'll be getting to work to get your property sold in the next 28 days for top dollar! Sound great? (YES.) Excellent.
4. Do you have any questions about how the guarantee works? (No.) Good. [Continue with Listing Presentation #8]

CLIENT SATISFACTION SCRIPT (AT LISTING AGREEMENT SIGNING)

_____, I want you to know going in, I m not just thinking about this one transaction...my commitment is to do such a great job for you that you will...be my clients for life. Is it OK with you...if I deliver that kind of service?

BECAUSE...I am also committed to delivering such great service and results for you, that you will want to...refer me to every one you know... who is looking to...buy, sell or invest in real estate...any time, any where. Are you with me?

And...if I deliver that kind of results, you ARE willing to...refer people you know to me...when they need a fabulous agent, right?

BUYER & INVESTOR SCRIPTS

YesMasters® BUYER SHEET

Source: _____ Contact Date: _____ Appointment
Date: _____ Time: _____

Name: _____ Phone: _____
Email: _____ Property Address: _____

1. How soon would you like to be in your home? _____
2. How long have you been seriously looking? _____
3. Have you seen any homes/areas you really like? _____
4. [OPTIONAL] What's important to you about buying a house right now? _____
5. Do you already have a good Buyer's Agent working with you? _____
6. How much money do you have set aside for down payment and closing costs? _____
7. Have you already started working with a mortgage company/lender? _____
 - a. (If YES) Great! Do you have your pre-approval letter from them? _____ Great!
 - b. (If NO) Great! I have some great lenders I work with...I will have one of them give you a call and... get you pre-approved. It's no cost or obligation for you...but it will give us extra leverage in getting the best price on the

home you choose...because it lets the seller and their agent know that you are qualified.
8. Do you have a home to sell before you close on your next home?

9. Are you currently in a lease? _____ When is your lease up?

10. Besides you, are there any other decision makers? _____

11. Tell me briefly what you're looking for... _____

12. Price Range: _____

Areas: _____ Bedrooms: _____

Baths: _____ Garage: _____

Pool: _____ Lot: _____

Special needs/considerations:

13. Fortunately, it sounds like our next step to get you one step closer to your new home, is to... set up a time ... to... get together...so we can get on the computer and ...start finding you the house you want...won't that be great?!

14. So which is better for you... _____ or _____?

YesMasters® OPEN HOUSE EVENT SCRIPT

ICEBREAKER QUESTIONS:

1. Hi! Come on in! My name is_____. Feel free to look around and...let me know if you have any questions...OK?
2. Have you been out looking at a lot of open houses this weekend...or is this your first one? () Excellent!
3. Are you just out looking around...or are you actively in the market for a new home?

GOING DEEPER QUESTIONS:

[Use as the conversation dictates.]

4. Do you own a home in the area? (Yes) Great! [*Go to Open House Invite Script #2*]
5. How well does this house match what you're looking for? () Terrific!
6. Is this in the price range you're looking for...or are you looking for something different? () Excellent!
7. How soon do you want to...be in a new home? () Fantastic!
8. Do you...have a fantastic Buyers Agent representing you yet...or are you still on your own? (*Not yet.*) Excellent!
9. I would be happy to help you out. Do you have a list of the other open houses going on in the area today...or are you just cruising around? (*Offer to email them a list of today's open houses.*)

IF ACTIVELY LOOKING:

10. What's your next step?
11. I would be delighted to work with you and help you...get into a new home. When would be the best time for us to ...get together ...and start really finding the right home for you... are weekends best for you...or are you available during the week? () Great!

GETTING GUESTS TO REGISTER:

"Before you leave would you please... register ...so the Seller can know how many people came by... Thanks!" **OR** "For Security purposes, the Seller is asking that all guests register before they go through the house. Thanks!"

One of the most effective strategies is to use an iPad (or comparable) using Open Home Pro (or comparable). There is no perfect time to ask guests to register. It is preferable that their first moment in the house allows them to feel the house, not pressure from an agent. Another effective strategy is to have a visible sign "Please Register" posted next to your iPad (but not next to the front door).

YesMasters® GETTING OPEN HOUSE EVENT GUESTS TO REGISTER

“For Security purposes, the Seller is asking that all guests...register...before they go through the house. Thanks!”?

YesMasters® BUYER CALL ASKING FOR INFORMATION

- **Buyer:** Hello. I was calling about the house for sale on Elm Street... what’s the price they’re asking.
- **AGENT:** Absolutely, that is a great house! It’s listed at \$585,000....is that the price range you’re looking for?
- **Buyer:** Well....possibly....do you have any homes in the area under \$500,000?
- **AGENT:** Absolutely! How soon are you looking to be in a new home? (*this summer.*) Fantastic!
- **AGENT:** And by the way....my name is. What is your name? () Hi,____.
[Go to Buyer Sheet #2...and continue the conversation]

KEY POINTS TO REMEMBER:

1. Ask questions. Asking the right questions (from the Buyer Sheet) lead the conversation the right direction.
2. Be excited about what they are excited about.
3. Be interested! Be eager! Be curious! Be conversational, this is not an interrogation!
4. Ask for the appointment.

Getting Cash Buyers at Investor Meetings Script

1. After you introduce yourself: "I am marketing to some* vacant/distressed properties that look like crap and smell like pee....So if you like those kind of houses, please find/reach out to me and give me your business card or info."
2. And then ask them:
3. What area they are looking for?
 - A. What is the rate of return they're looking for? (% profit after Buy price + holding costs + Cost of Repairs)
 - B. What is the price range they are looking for purchasing? (ask about their "sweet spot" and their Max price they will consider)

*OR "Occasionally I run across..."

YesMasters® INVESTOR SHEET

Source: _____ Contact Date: _____ Appointment Date: _____ Time: _____

Name: _____ Phone: _____

Email: _____ Property Address: _____

1. Do you own a portfolio of investment property now...or are you just getting started? _____
2. Are you looking to buy and hold for cash flow, or are you looking to flip property? _____
 - A. (If they say they are flipping)... Great! How many properties have you flipped in the last 12 months? _____
 - B. (If flipping) Fix and flip (i.e. rehabbing)...or wholesale flip? _____
 - C. (If buying to hold)... Great! How many properties/units do you have right now? What type? _____
3. What type of return (or "spread/profit" if flipping) are you looking for per unit/deal? _____
4. What is your buying criteria? (Property type, condition, location, price range, terms, etc) _____
5. What would a "Great Deal," look like to you...specifically? _____
6. What kind of financing are you using...or are you paying cash? _____
7. How much liquid capital do you have available for a great deal right now? _____
8. Right now...there are a lot of great deals...but they are gone literally in one day most of the time. If I find and send you a great deal this week...are you prepared to...submit an offer the same day? _____
9. Great! Then probably the best thing for us to do is get together just to clarify exactly what you're looking for and start the process. When would be a good time for us to meet/grab a cup of coffee and talk about helping you reach your real estate goals....Monday or Tuesday at 2:15? _____

Notes:

YesMasters®

**PRE-APPOINTMENT
SELLER OBJECTIONS**

BASIC RESPONSES TO OBJECTIONS OVER THE PHONE

That's a great question...and obviously that's one of the things we'll go over when we meet. Fair enough?

OR

That's exactly why we should... get together... so we can go over that... Which works better for you...tomorrow at 2:15? ...Or would 4:15 be better?

THE "DON'T HANG UP ON ME" SCRIPT

[*Say very quickly.*] Wait, wait, wait, wait, wait!... don't hang up ! Don't hang up! Look...I know you're probably _____ (frustrated/sick of calls like this)...so let me just ask you this... [*And then proceed with the script.*]

The funny thing is that most of the time they will not hang up! There is something about our wiring as human beings that makes people say to themselves, "Anybody that wants to speak to me that badly, deserves at least a chance." They may still be just as mad or annoyed, but now you have their attention. It will probably feel uncomfortable the first few times you do this, but then you just go right on with the Expired Script (or whichever script is appropriate).

This script is all about learning how to break through **resistance**. The beauty of this is that this prospect has figured out that hanging up makes most agents simply give up and go away without any argument, so hanging up is their "script." When you call them back immediately after they hang up, all the competition has already been eliminated and so has this person's script. Often you will find that these are the nicest people, and that is why they hang up, because they know that if they stay on the line they are too nice to say "no." Be the agent who is willing to break through their resistance and you will be amazed how many appointments you get!

“WE’RE TAKING THE HOUSE OFF THE MARKET.” OR “WE’RE TAKING A BREAK.” OR “WE DECIDED NOT TO SELL.”

1. I see. ...So if you had sold this house, where were you planning to go next? ()
Awesome!
2. So what’s taking you to_____ (e.g. L.A.)? () Excellent! So it sounds like you’re definitely going to be moving to_____ (L.A.) at some point in the future, correct? (Yes.) And you will be...selling your home, correct? (Yes.) It’s just a matter of whether to... do it now ... or at some point in the future...right?
3. If you could... do it sooner rather than later ... is that something you would... be excited ... about? (*I guess./Sure./We’re just tired of trying.*) Got it.
4. Let’s do this...let’s... set up a time to get together and just... take a look at the options ... and see what it would take to actually_____ (get your home sold and get you to_____ by_____).
Wouldn’t that be great? (Yes.)
5. Great! So which would be better for you...Monday at 4:15 or would 5:15 be better?

“WE’RE GOING TO RE-LIST WITH THE SAME AGENT”

1. Have you already signed a new listing agreement? (*No.*) Great!
So...what I would be wondering is this.... What new strategies is the agent going to use in the next _____ months, ...that they didn’t already try... in the last _____ months...when they had it on the market before? Does that make sense? ()
2.Because obviously... you don’t want to... put the house back on the market ... to have it NOT sell again, right? (*Right.*) Exactly.
3. If you could... sell your home ... in the next 30 days, would that pose a problem for you? (*No.*) Excellent!
4. All we will need is about 15 minutes together for me to share with you some things that will get you dramatically different results than what you experienced last time.... You do want to... sell your home this time ... right? (*Yes.*)
5. And if I could help you... get full market value for it in the next 30 days ... you said... that would not be a problem... right? (*Yes.*) Perfect.
6. When would be the best time for us to... get together ... for me to share with you exactly how I do that....tomorrow at 4:15, or would 5:15 be better?

“YOU AGENTS ARE ALL SAYING THE SAME THING.”

1. Yeah...I know it can sound that way... And the real problem is figuring out which agent is actually the best one to get the job done, right? (.) I hear you.
2. So let me just ask you a bottom line question... If you could get your home sold in the next 30 days at full market value, would that be a good thing for you? (*Yes.*) Excellent.
3. And...if I could help you do that...guaranteed...that would be okay with you right? (*Yes.*) Great.
4. So when can we...get together...to take a look at how I can make that happen for you...would tomorrow at 4:15 work or would Thursday at 2:15 be better?

“HOW MANY HOMES HAVE YOU SOLD IN THIS NEIGHBORHOOD...?” OR “...OVER A MILLION DOLLARS?” Etc.

1. Great question...and the answer is...I haven't actually sold any homes in_____ (in this neighborhood/over a million)...but...can I share with you something else? (What.)
2. I sell every single home that I list....regardless of the price range/location. I know exactly what to do to get yours sold...for top dollar...and...I will guarantee it.
3. Those are the results you're looking for, right? (Of course.) Perfect!
4. I have_____, who is one of the top agents in our market who will also be working together with me to make sure we get your house sold for top dollar...Because those are the results you're looking for, right? (Of course.) Perfect!
5. So when can we...get together...to take a look at how I can make that happen for you... would tomorrow at 4:15 work or would Thursday at 2:15 be better?

NEW AGENT OBJECTION: “HOW MANY HOMES HAVE YOU SOLD...?”

1. Great question...and the answer is...None...YET...but can I tell you something else?
2. I want yours to be my first. I know exactly what to do to get yours sold...for top dollar... and I will guarantee it.
3. I have invested over 200 hours (figure out how many hours you've spent) training and preparing...and with my 28-Step Selling System, I will get your house sold for top dollar. Those are the results you're looking for, right? (Of course.) Perfect!

OR

4. I have _____, who is one of the top agents in our market who will also be working together with me to make sure we get your house sold for top dollar...Because those are the results you're looking for, right? (Of course.)
Perfect!
5. So when can we...get together...to take a look at how I can make that happen for you...

Would tomorrow at 4:15 work or would Thursday at 2:15 better?

"WHAT ARE YOU GOING TO DO DIFFERENTLY THAN THE OTHERS?"

1. Well...(with a chuckle) the main thing is... I'm going to... get it sold ! That is what you want, right? (Yes.) Of course.
2. I am going to help you... get it done ... in the best amount of time, with the least amount of hassle and...put the most money in your pocket ...possible in this market...and get you to _____(your new home in LA...).
Because ultimately that's what you want, right?
3. And... if I can help you get that result, that would be okay with you, right? (Yes.)
Perfect.
4. When would be the best time for us to... get together ... for me to share with you how I will help you do that....tomorrow at 2:15, or would 4:15 be better?

"JUST TELL ME WHAT YOU'RE GOING TO DO OVER THE PHONE."

1. Better than that....once we...set a time to get together...I'll actually be emailing you my action plan and market analysis and a bunch more information...so you can...look over it before I come out... Fair enough?

“I HATE YOUR COMPANY.”

1. Ugh...you gotta be kidding. [*With disgust...*] What happened? [*Let them rant.*]
2. Can I tell you something else? (What?) It's not the first time I've heard that...can you believe it? (Yes.)
3. So...here's the deal...IF you could... get your property sold for top dollar ... in the next 30 days...is that something you still want to do? (Yes.) Excellent.
4. Look...I'm not going to defend an agent from our company who was unprofessional, but I'm NOT that agent...and you said you do still want to get the property sold, correct? (Yes.) Perfect.
5. And...if I could help you make that that happen...that would be okay with you, right? (Yes.) Great! When would be a good time for us to... get together...tomorrow at 4:15, or would 5:15 be better?

“I WISH YOU REALTORS WOULD JUST LEAVE ME ALONE!”

1. Ah... So you're getting hammered by real estate agents calling you, huh? ()
Ugh...I understand how annoying that can be.
2. So let me just ask this... How much time will you take before you will... consider hiring a strong agent ... for the job of selling your house...if...they could help you net the money you need in your pocket?

[*And then continue with the FSBO SCRIPT or EXPIRED SCRIPT.*]

“WHERE WERE YOU WHEN MY HOUSE WAS ON THE MARKET?”

1. That’s a great question...and I hear where you’re coming from...
2. The short answer is because your house wasn’t a match for any of the buyers I was working with at the time.... However...can I let you know something else? (Yes.)
3. The reason I didn’t have a buyer match for your home is because...unfortunately...my focus wasn’t specifically on your property. And I say unfortunately...because...it sounds like you are really interested in getting your property sold, correct? (Yes.) Excellent.
4. If you knew you could... get the property sold ... for top dollar in the next 30 days or so, would that be a win for you? (Yes.) Fantastic.
5. And if I could help you make that happen, that would be OK with you, right? (Yes.) Perfect!
6. When would be a good time for us to... get together ... tomorrow at 4:15, or would 5:15 be better?

“WE’VE ALREADY CHOSEN AN AGENT.” OR “WE’VE ALREADY SET ALL THE INTERVIEWS WE WANT.”

1. [*Repeat and affirm the objection.*] I understand not wanting to parade a bunch of agents through...ugh...
2. What if...you knew you could have it sold for top dollar in less than 30 days... guaranteed? ...I assume that would not be a problem, correct? (No.) Good.
3. And you obviously don't want to... put it on the market again ... to have it...NOT sell...right?" (No.) Great!
4. And if I could get you top dollar in 30 days or less, that would be OK with you, yes? (Yes.) Perfect...
5. And Look...I'm not going to waste your time...or mine. You're obviously a sharp guy/gal... and when we... get together ... if you feel like our conversation isn't going anywhere (or you decide I'm full of B.S.) at any point...you simply say the word...and I'll leave...no pressure. We'll just shake hands and... be friends . Fair enough? Great.

“YOU'RE THE 50TH REALTOR THAT'S CALLED TODAY!”

1. Ugh...so you're getting hammered by agents calling... Yeah...I understand how annoying that can be... [*Then continue with the EXPIRED SCRIPT or FSBO SCRIPT.*]

“WHAT WILL YOU DO THAT THE LAST AGENT DIDN'T... TO GET IT SOLD?”

1. That's a great question... I'm not sure exactly what they did... but obviously you don't want to... put it on the market again ... to have it not sell, correct? (*Of course.*) Great.
2. So the first thing I will do is some homework on your house and a thorough market study to find out why it didn't sell... And what it's going to take to actually... get it sold ... because again that's what you want, right? (*Yes.*) Excellent.
3. And then second... when we meet... I'll lay out exactly what I'm going to do to get you the result you're hiring me for... Fair enough? (*Yes.*) Perfect.
4. So...when you... get this property sold ... where are you going next?

[*Go on with the EXPIRED SCRIPT questions #2 through #4 to clarify the sellers' motivation and then set up a time to meet.*]

5. **YesMasters ANSWER** – *If you have the track record to say it:*

You really want me to tell you over the phone?

6. I've listed _____Expireds in the last_months and SOLD **every one** of them for top dollar. Now, is that a result you could live with? (*Yes.*) Cool!
7. I'm going to do exactly the same thing for you that I did for them. Are you with me? (*Yes.*) Great! [*OPTIONAL if you offer a guaranteed sale*]
8. PLUS...when you...hire me...I will guarantee the results...or I'll pay you for me wasting your time. Fair enough? (*Yes.*) Perfect.

This final “PLUS” answer applies only if you offer a Guaranteed Sale which I teach in detail in “Double Your Listing Power.” Visit www.DoubleYourListingPower.com to find out more

“WHY SHOULD I HIRE YOU?”

1. That is a great question. Here are the top 3 reasons that you would...want to hire me:
 - Because I sell every listing...for top dollar.
 - Because I guarantee my results....
 - Because I care about what’s important to you.
2. I assume you’re interested in results, right? (Yes.) Perfect.
3. Then when would be a good time for us to... get together... I could come out today at 4:15 or tomorrow at 2:15... which would be better for you?

“WHY DON’T YOU JUST TELL ME OVER THE PHONE?”

1. That’s a fair question...and the answer is...because it’s simply too big of a decision to make with a phone call. And that is because...for you...there is a lot at stake, when it comes to the best way to sell your house that lets you...get the house sold...while at the same time protecting every dime of your hard-earned equity...right?
2. So...here’s what happens when we get together. First, before we meet, I’m going to do a thorough market study on your home, which we will review together when we meet. Second, I need to be able to actually see your home, to make sure I’m giving your accurate information and honest expectations... And finally so I can lay out the entire process in a way that also let’s you get to know whether or not you want to work with me. Fair enough?
3. (OPTIONAL) Look...I’m not going to come out and do some high pressured sales pitch. I’ll simply lay out how the process will work and what you can realistically expect in your situation...and then leave it up to you to...decide.
4. So...when would be a good time for us to... get together... I could come out today at 4:15 or tomorrow at 2:15... which would be better for you?

“WE’RE GOING TO LIST WITH THE AGENT THAT SOLD US THE HOUSE.”

1. So...you’re thinking about just using the agent that sold you the house. That makes sense.
2. Can I ask you a question? (*Sure.*) Which is more important to you...sticking with the agent who helped you buy the house...or...getting the best results in the sale of your property?

(*Results.*) Good for you!
3. [*OPTIONAL*]: By best results...I mean...getting the most money, in the best time, with the smoothest process. In other words...is this a friendship decision...or a business decision?
4. And...they could be the best agent for you...so...I’m not necessarily saying you should...switch agents... and... hire me to do the job for you. What I’m suggesting is that you at least... take a look at an option ... that could get you a better result. Are you with me...about the idea of getting you the best results? (*Yes.*) Excellent.
5. When would be the best time to get together and... go over some options ... that will help you get the best results possible...I could come out tomorrow at 2:15...or would 4:15 be better?

“WE’RE GOING WITH X-COMPANY BECAUSE THEY ARE THE #1 OFFICE IN THE AREA.”

1. I hear you...and having a company with market share can definitely be an advantage! And can I let you know something else? (Yes.)
2. I'm sure you realize that when you're looking at large offices and agents, that ultimately it isn't the company you are hiring, but the individual agent, right? (Yes.)
3. Think about it this way... and this is something a lot of people are not aware of... often the largest company also has the highest number of brand new agents...and almost every company has agents that sell a lot of homes and agents that sell very few or even NO homes at all! Make sense? (Yes.)
4. So I guess the question is, what is the best way to... make sure you don't get stuck with the wrong agent ... even in a good company? Are you with me? (Yes.)
5. Is the size of the company most important, or hiring the right agent that will give (*guarantee*) you the best results? (*Right agent.*) Absolutely.
6. That's what I do... And if I could help you... get your property sold ... for top dollar in the best amount of time for you...that would be OK with you, right? (*Sure.*) Perfect!
7. Then when would be a good time for us to... get together ... I could come out tomorrow at 2:15...or would 4:15 be better?

“I HAVE A FRIEND/FAMILY IN THE BUSINESS”

1. Got it. [OPTIONAL] So can I ask you a silly question? (Sure.)
2. Do you feel 100% confident this is the best agent that will get you the best results...or is it more...just because you know them and feel obligated to use them? (Obligated/know them.) That makes sense.
3. [OPTIONAL] And look...I would never tell you to...stop using an agent just because they're a friend/family member. What I would ask...is this...
4. If you knew there was another way that would get you a better result...meaning the most money in the best time possible...wouldn't it make sense to at least...consider another option? (Yes.) Excellent.
5. Because...all I want to do is go over a strategy that will...get you the absolute best result that you want...guaranteed...whether you...decide to hire me...or not. Fair enough? (Sure.) Great.
6. When would be the best time for us to...get together...tomorrow at 2:15 or would 4:14 be better?

“I KNOW LOTS OF REALTORS AND THEY'D ALL BE MAD AT ME...”

1. I hear you. And it's kind of a good problem to have, huh?
2. So what's most important...making everyone happy...or making sure you...get your home sold for top dollar? () I get it.
3. Obviously...you're never going to be able to make everyone happy, right? (Right.) That's life...
4. Who's happiness...and best interest do you really want to be paying attention to in this situation? (Mine.) Absolutely!
5. So let's do this...let's just set up a time to get together and take a look at how I can help you get the absolutely best result...guaranteed. Fair enough? (Sure)

6. When would be the best time for us to...get together...tomorrow at 2:15 or would 4:15 be better?

“If you have buyers, just bring them and we’ll pay you, but we don’t want to list.”

1. Sure. That’s no problem for us to do...BUT...it will likely cost you a lot of your equity. Can I explain? (Yes.)
2. Let’s say I (or any agent for that matter) have one buyer for your house...great...I could bring them, they like it, and make an offer. How do we know it’s the best offer you could get? You don’t. What if there are 5 or more other buyers out there that would be interested in your home and be willing to make an offer? Wouldn’t you want the buyer willing to pay the most? (Yes!) Of course.
3. The only way to know...is when you...let me get your house in front of every qualified buyer...in the market for your home fast...at the same time essentially... and...get them fighting for your home. That...is what our 10-Day Selling System does. Guaranteed.
4. The good news is...if we’re off on the price, we’ll know in 10 days or less. Make sense?

YesMasters®

LISTING APPOINTMENT

SELLER OBJECTIONS

DECISION-MAKER NO-SHOW: "MY SPOUSE COULDN'T MAKE IT...."

1. Let's do this....when would be a better time for us to meet when both of you can... be here?I can either come back in an hour or would tomorrow at 6:15 be better?
2. *Seller. That's OK... You can just show me... and then I'll talk it over with my husband/wife.*
3. I appreciate that. And...I'd like to be able to do that....however, it's very important that all of us be able to meet.....since obviously....I am going to be working for both of you....right?
4. That way we can... make sure... we're all on the same page...and....so that I can answer both of your questions.... Does that make sense?
5. Plus...(chuckle) I want to make sure...we all like each other...since we are going to be working together...right?
6. So will tomorrow at 6:15 work....or would tomorrow at 6:45 be better?

“WHAT ARE YOU GOING TO DO TO MARKET MY HOME?”

1. That's a great question.
2. [*Optional*] Did you have a chance to look over the Action Plan in the information package I sent over yesterday? () Excellent/No problem.
Basically it says...
3. I am going to do everything it takes to... get your home exposed ... to ALL of the qualified buyers in the market... [*NODDING*] which is the kind of buyers you want looking at your house, correct? (Yes.) Great!
4. That's my job. That's what my action plan does.
5. The important thing today is that we... price your home accurately ... so that when we get the qualified buyers in here, they'll be excited about buying your home versus the competition...because again... [*NODDING*] that is the result we want, right? (Yes.) Exactly!
6. And if we don't... price it correctly ... no amount of marketing will help. Does that make sense? (Yes.) Perfect.

“WE’RE LOOKING FOR SOME REALLY AGGRESSIVE MARKETING TO GET BUYERS IN HERE WHO WILL PAY WHAT OUR HOUSE IS WORTH.”

1. Absolutely...Because the key is getting qualified, motivated buyers into your house, right? (*Of course.*) Exactly.
2. And... that is what my action plan does. Just to clarify...I’m sure you... understand ...that marketing does not make your house worth more. Does that make sense? Obviously...buyers are not comparing the marketing strategies...right?
3. They are comparing your home...with the other homes on the market... And when they’re looking at 2 or 3 similar homes...what is the number one thing they are comparing? (*Price.*) Exactly.
4. So the key today...is to make sure we... price your home accurately ... so that when we get the qualified buyers in here, they’ll be excited about buying your home versus the competition... because again... [*NODDING*] that is the ultimate result we want, right? (*Yes.*) Exactly!
5. And if we don’t... price it correctly...right out of the gate...no amount of marketing in the world will help. Does that make sense? (*Yes.*) Perfect.

“WE’RE LOOKING FOR SOMEONE WHO’S GOING TO FALL IN LOVE WITH OUR HOUSE AND BE WILLING TO PAY OUR PRICE.”

1. I understand what you mean. ...because when you found this home...you absolutely fell in love with it... right? (Yes.) Exactly.
2. So... how much above full market value did you pay when you bought it? (*We didn't pay above market value.*) So...If the sellers had asked you to pay an extra \$50,000 [*USE A NUMBER THAT IS ABOUT 10% OF THE HOUSE'S VALUE*] would you have paid \$50,000 above current market value...even if you loved it? (*Of course not.*) Exactly!
3. See...you want someone who will fall in love with your house, right? () Because that is the buyer who will pay the most for it...make sense? (Yes) Exactly.
4. Can I tell you the irony? (Yes.) Pricing it high will actually KEEP buyers from falling in love with your house... can I explain? (Yes.)
5. And this is why it's important to... understand the Buyer's perspective .
...Because what they see BEFORE they see the house...is the price....and because it's higher than the competition... the price actually makes them afraid to fall in love with it. So... they actually come see your home...trying NOT to fall in love with it...just because of the price. [*PAUSE*] Are you beginning to see why I'm concerned about pricing it high?

“WE’RE NOT INTERESTED IN JUST TAKING THE FIRST OFFER THAT COMES ALONG. WE’RE WILLING TO WAIT LONGER IF WE NEED TO... TO GET OUR PRICE.”

1. Sure...you want to make sure that the offer you accept is in fact the best offer, right? (*Of course.*) That makes sense.
2. Can I share with you something many sellers and even a lot of agents are not aware of? (*Yes.*) That statistically the best offer received on a property is almost always the first one... regardless of how long a property takes to sell. Isn't that interesting? () *Yes.*
3. And here is the even more shocking truth... sellers who list their homes over-priced actually end up selling for less...because they sit on the market too long and become stagnant. And then...after weeks and weeks on the market the “W.W.W.T.H. Syndrome” kicks in... “What’s Wrong With That House.” You obviously don’t want that to end up happening, right? (*No*) *Exactly.*
4. There is one exception to the “First Offer Rule” ...and that is if we get multiple offers in the first few days...which can get you the highest price of all! That would be OK with you...right? The only way to make that possible is to make sure we...price it competitively. Does that make sense? (*Yes.*) *Excellent!*

“SINCE WE’RE LOSING MONEY / HAVING TO REDUCE OUR PRICE... WILL YOU ALSO REDUCE YOUR COMMISSION?”

1. That’s a fair question...and the reality is...I’ve already cut my commission...because the fact that you’re having to... sell your home ... for a lower price means my commission is automatically reduced, because my commission is tied directly to the sales price, right? (Yes.) Exactly.
2. So just like you...I’m taking a big cut in how much money I get too. Make sense? () Good.
3. [OPTIONAL depending on your current market] And even worse is that selling a house today is significantly more work now than it used to be. So I have to work harder and still make less money. So...as you can see...the reality is that you and I are both hit by what the market is telling us about the value of your house. See what I mean? (Yes) Terrific!
4. The key is that I’m going to do everything possible to still get the best price and terms for you that’s possible in this market. Fair enough? (Yes.) Excellent.

“WILL YOU CUT YOUR COMMISSION?”

1. That is a great question. Discounting commissions is not something I do. Can I tell you why? (Yes.) BECAUSE...I don't deliver discount results.
2. [OPTIONAL] There's already too many agents out there who don't get half their listings sold...who don't deliver results. And that's obviously NOT what you're looking for, is it? (No.) Good.
3. I assume you do... want the best results, right? (Yes/Well...) I hear you!
4. And the best results means the most money possible in your pocket...in the best amount of time...with the least hassle... Are you with me on getting you the best results? (Yes.) Excellent!
5. BECAUSE...that's what we both want...yes? (Yes.) Exactly.
6. So...here's what I'm going to do for you... As soon as you... give me the go ahead ... I'm going to go to work immediately to make that happen for you. Sound good? (Yes.) Perfect!

“HOW OFTEN WILL OUR HOME BE ADVERTISED IN THE NEWSPAPER/PRINT ADVERTISING?”

1. That’s a great question. We actually do not use newspaper/print advertising anymore. And...that used to be an important marketing strategy back in the 1900s, but not today. Can I explain why? (Yes.)
2. Simply because newspapers/printed publications are not where serious buyers go to find homes for sale anymore...for a lot of reasons:
 - A. The information is out of date by the time it’s printed, plus
 - B. The amount of information is too limited, and
 - C. They can’t sort through it efficiently like they can on the internet. Does that make sense? (Yes.) Terrific.
3. [OPTIONAL] Not to mention...killing more trees using outdated advertising methods isn’t friendly to our environment....is it? (No.) Exactly.
4. The most important thing is that we... get your home exposed ... to where the qualified buyers are looking, right? (Right.)
5. Because what you’re wanting is to find the best buyer for your house, correct? (Yes.) That’s what my Action Plan will do for you.
6. So, do you have any more questions...or are you ready to... put me to work for you? (Ready.) Perfect

“WE’LL SAVE THE COMMISSION BY SELLING IT OURSELVES.”

FSBO APPROACH #1:

1. It's true...you could avoid the commission by selling it yourself...but are you aware that generally less than 10% of all For Sale By Owners actually sell on their own? (*No.*)
2. Most of them will eventually... hire an agent... to actually... get the property sold. And what's more alarming is that generally up to 50% of contracts of people selling the house themselves don't even close! Did you know that? (*No.*)
3. Can I explain why that happens? (*Yes.*) Because many of these buyers either are not qualified or...they don't do what it takes to get financing because they simply don't know what to do. And in today's market... getting a loan is infinitely more difficult today than in the past... I'm sure you're aware of that, right? (*Yes*) Exactly.
4. And then, after that deal falls apart, the sellers have already bought or rented their next house, and end up having to...list the house with a Realtor anyway... or they take less for it to make it... sell fast... and avoid double mortgage payments...plus the extra cost and liability of having a vacant home. Obviously, you don't want that to happen, right? (*Right*) Good.
5. Would you prefer more risk...or less risk? (*Less.*) Of course.
6. I will help you dramatically... reduce your risks... that come with the Do-it-yourself approach.

Won't that be nice? (*Yes*) Excellent.

FSBO APPROACH #2

1. It is possible for a person to sell themselves...*[chuckle]* I could also cut my own hair, right? (*Yes*) Of course...but the reason most people are willing to... pay for a professional service... is that they realize that the value of the service they get is worth additional investment, right? (*Yes*) Exactly.
2. Here's what most For Sale By Owners that... hire me ...discover: They make as

much or more money by deciding to... let me handle itAnd they also... avoid all the stress and hassle... and risk of costly “do-it-yourself” mistakes. Doesn't that make sense? (Yes) Perfect.

3. And by now...you're probably beginning to realize that most buyers who shop For-Sale-By- Owners are either...looking for owner-financing because they're not qualified...or they're bargain-hunters wanting a steal since there are no commissions, right? () Have you already seen that happening? (Yes) Ouch.
4. So you end up wasting your time with unqualified buyers, or you end up giving the commission to the buyer and you still have to do all the work yourself...plus all the risk and legal liability. Does that make sense? (Yes) Excellent!

LEADING FSBO TO THE “YES.”

1. Is the commission your biggest concern...or is it really the bottom line that's most important to you? (*Bottom line*) Good.
2. Usually, I can net you the same amount or more in your pocket at closing...as you can. Wouldn't that be great? (*Of course.*) Excellent!
3. I'll do all the work...and it really costs you nothing, right? (Yes.) Great!

FSBO MOTIVATED BUYER SCENARIO:

Let's say I'm a qualified, serious buyer. Which is what you're looking for, correct? (Yes.) Great! I need to buy a house this week....ok? I have two options:

1. Number one...I can go to Craigslist or search the internet, find some FSBO's, and then use my own car, my own gas, and my own time and energy and go look at a very limited selection of houses, not really knowing what I'm going to find when I get there. And then do all the work myself...and hope I find a house I like...
2. Or number two...I can find a professional buyer's agent to get a full selection of available properties on the market....use their car, their gas, their expertise, and their knowledge of the market to find the perfect house at a fair price

without the hassle. ...And you know what? (*What?*)That's what almost all motivated, qualified buyers do. Does that make sense? () Good.

3. Wouldn't it be nice to...let me help you...get motivated, qualified buyers...in your house this weekend? (*Yes*) Absolutely.

ASK FOR THE DECISION

All I need is for you to simply...give me the go ahead...and...put me to work...so I can help you...get this done...and get you to[motivation] Won't that be great! (*Yes*) Perfect.

“WE NEED TO THINK ABOUT IT...”

- THE DEDUCTION APPROACH

1. Sure! Obviously... This is a big decision, isn't it? Just so I'm clear, and to make sure I haven't missed anything that you need to...make a decision, let's...clarify specifically...what still needs thinking about....

2. Because...usually there's really three major issues to decide:

#1 is whether or not you're actually going to... sell your property, right? Do you need to think about that... or is that decision already made?

#2 is what price are we going to... list your property...for, right? (Yes.) And it seems like we're pretty well in agreement on what price it needs to be listed at...correct? (Yes.)

[*OPTIONAL*] Even though it's obviously less than you want...you can... see why that is the right price, correct? () I don't like it either! I would love to be able to get you \$ for your home. Unfortunately, that's not what the market is telling us...does that make sense?

And “thinking about it” is not going to change the reality of the market, right?

So...is there anything about the pricing that you still need time to think about? (*I guess not.*) Great.

And **#3** is simply to... decide ... if... I am the agent you want to hire...because you... feel confident ... that I will get the job done for you and get you the best results. Because results are what counts, right? (Yes.) Excellent! Do you... feel confident about that? (Yes.) Perfect.

[*OPTIONAL*] Is there anything you think is important that's missing...or that I've not covered? ...or that you don't... feel comfortable ... with? [*If there is...now you can handle it.*]

Then it sounds like we're ready to... get started ... agreed? (Yes.) [*Extend hand.*]
Congratulations!

