

REAL ESTATE SALES

SCRIPTS

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The Mike Ferry
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Organization

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HOW TO ROLE-PLAY EFFECTIVELY

1. Stand up while role-playing!
2. Always smile, smile, and smile!
3. Be enthusiastic!
4. Arms in ready position!
5. Positive role-play manner!
6. Follow scripts verbatim!

HOW TO LEARN SCRIPTS

1. Read out loud as fast as you can.
2. Chant as a group line by line.
3. Learn the body and tonality.
4. Role-play with instructor as a group.
5. Role-play with a partner.

THE CENTER OF INFLUENCE – OR PAST CLIENT SCRIPT

(You are calling people you know!)

1. Hi, this is _____. This is a business call ... do you have a minute for me?
2. Who do you know ... that would like to buy or sell Real Estate in the next 7-10 days?
3. Can you think of anyone...in your (church group, family, neighborhood, or office) ... that may need my services at this time? () Great!
4. Would you mind if I gave them a call?
5. By the way ... when do you plan on moving? () Terrific!

DEVELOPING A CENTER OF INFLUENCE

Use the following list to “jog” your memory for additional names of contacts. Ask yourself if you know anyone who is at all involved in any of the following. Write name next to each; if none, cross them out.

Accountant	Colleges	Jewelry	Printing
Advertising	Computer	Laundries	Property MNGT
Aerobics	Construction	Lawn Care	Rental Agencies
Airline	Consulting	Libraries	Resorts
Alarm Systems	Contractors	Limousines	Restaurants
Animal Health/Vet	Cosmetics	Loans	Roofing
Apartments	Country Clubs	Management	Satellites
Appraisers	Credit Union	Manufacturing	School
Architects	Day Care	Massage Therapists	Secretaries
Art	Delivery	Mechanics	Shoe Repair
Athletics	Dentists	Medical	Shopping
Attorney	Dermatologists	Mortgages	Signs
Automobile	Doctors	Motels	Skating
Babysitters	Dry Cleaners	Museums	Skiing
Banking	Dry Wall	Music	Skydiving
Barber	Electrician	Mutual Funds	Snowboarding
Bartender	Engineering	Newspapers	Soccer
Baseball	Firemen	Nurses	Social Media
Beauty Salon	Fishermen	Nutrition	Softball
Bible School	Florist	Office Machines	Software
Boats	Furniture	Office Furniture	Spas
Bonds/Stocks	Gardens	Office Supplies	Sporting Goods
Bookkeeping	Golfing	Optometrists	Surgeons
Bowling Leagues	Groceries	Orthodontist	Tailors
Brokers	Gymnastics	Pediatricians	Teachers
Builders	Hair Care	Pedicures	Telecommunications
Cable TV	Handyman	Pensions	Tennis
Camping	Hardware	Pest Control	Theaters
Carpet Cleaning	Health Club	Pets	Title Company
Cellular Phones	Health Insurance	Pharmacies	Training
CPAs	Horses	Phones	Typesetting
Charity	Hospitals	Physician	Universities
Child care	Hotels	Plumbing	Video
Chiropractors	Hunting	Podiatrist	Waste/Garbage
Church	Insurance	Pools	Weddings
Cleaners	Investments	Preschools	Wine

THE FSBO SCRIPT

Hi, this is _____ with _____, and I'm calling about the home for sale ... is this the owner? I'm doing a survey of all the FSBOs in the area and I was wondering ...

1. If you sold this home ... where would you go next? (LA) That's exciting!
2. How soon do you have to be there? (Three months) Fantastic!
3. How would you rate your motivation to move ... on a scale of one to ten? (Five) Good for you!
4. What methods are you using for marketing your home? (Sign and ads) That's great!
5. How did you determine your sales price? (Other agents) Fantastic!
6. Are you prepared to adjust your price down when working with a buyer? (Within reason) Terrific!
7. Why did you decide to sell yourself ... rather than list with a Real Estate agent? (Save the commission) Great!
8. If you were to list ... which agent would you list with? (None in mind) Fantastic!
OR... How did you happen to pick that agent? () Good for you!
9. How did you happen to pick that agent? () Terrific!
10. If you were to list ... what would you expect the agent to do ... to get your home sold? () That's great!
11. How much time will you take ... before you will consider ... interviewing the right agent for the job of selling your home? () Excellent!
12. What has to happen ... before you will consider ... hiring a powerful agent like myself ... for the job of selling your home? () Perfect!
13. Are you familiar with the techniques I use to sell homes? () You're kidding!
14. What would be the best time to show you ... _____ or _____?

JUST LISTED SCRIPT

Hi, this is _____ with _____ ... I (my company) just listed a home for sale over on _____ ... it has _____ bedrooms and _____ baths ... and it's listed at \$ _____ ...

1. And ... I was wondering ... who do you know that would like to move into your area?
(No one) Fantastic!
2. I appreciate you taking the time to think about it ... tell me ...
3. When do you plan on moving? (Never) Terrific!
4. How long have you lived at this address? (Ten years.) Great!
5. Where did you move from? (LA) Good for you!
6. How did you happen to pick this area? (Job transfer) Excellent!
7. If you were to move ... where would you go next? (Back to LA) That's Exciting!
8. And when would that be? (Three months) Fantastic!

Only go forward if they say three months or less!

9. Obviously ... you realize it could take one to three months in this market to get a home sold ... did you know that? (No) Terrific!
10. So ... my question is ... do you have to be sold in one month ... or do you want to start selling at that time? (Sold) Wonderful!
11. Fortunately ... to get you one step closer to (LA) ... all we need to do now ... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? () Fantastic!
12. Which would be better for you ... Monday or Tuesday at 4pm?

JUST SOLD SCRIPT

Hi, this is _____ with _____ ... I (my company) recently sold a home in your area over on _____ ... it has _____ bedrooms and _____ baths ... and it sold for at \$ _____ ...

We know when someone sells a home ... usually two more sell right away ... So I was wondering ...

1. When do you plan on moving? (Never) Terrific!
2. How long have you lived at this address? (Ten years) Great!
3. Where did you move from? (LA) Good for you!
4. How did you happen to pick this area? (Job transfer) Excellent!
5. If you were to move ... where would you go next? (Back to LA) That's Exciting!
6. And when would that be? (Three months) Fantastic!

Only go forward if they say three months or less!

7. Obviously ... you realize it could take one to three months in this market to get a home sold ... did you know that? (No) Terrific!
8. So ... my question is ... do you have to be sold in one month ... or do you want to start selling at that time? (Sold) Wonderful!
9. Fortunately ... to get you one step closer to (LA) ... all we need to do now ... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? () Fantastic!
10. Which would be better for you ... Monday or Tuesday at 4pm?

THE EXPIRED SCRIPT – OVER THE PHONE

Hi, I'm looking for _____ ... Hi _____ ... my name is _____ with _____ ...

I'm sure you've figured out that your home came up on our computer as an expired listing ... and I was calling to see ...

1. When do you plan on interviewing the right agent for the job of selling your home? (Never) Terrific! / Really!
2. If you sold this home ... where would you go next? (LA) That's exciting!
3. How soon do you have to be there? (Already) Ouch!
4. _____ ... what do you think stopped your home from selling? (The agent) Really!
5. How did you happen to pick the last agent you listed with? (Referral) Great!
6. What did that agent do ... that you liked best? (Nothing) Ouch!
7. What do you feel they should have done? (Sold my house) Really!
8. What will you expect from the next agent you choose? (Sell my house) Terrific!
9. Have you already chosen an agent to work with? (No) Wonderful!
10. I would like to apply for the job of selling your home ... are you familiar with the techniques I use to sell homes? (No) You're kidding!
11. What would be the best time to show you ... Monday or Tuesday at _____?

PRE-QUALIFYING THE LISTING PRESENTATION SCRIPT

Before I come ... there are a number of questions I need to ask you ... OK?

1. If what I say makes sense ... and you feel comfortable and confident that I can ... sell your home ... are you planning to ... list your home with me when I come out on _____?
2. Are you planning to interview more than one agent for the job of selling your home?
3. Tell me again ... where are you moving to?
4. How soon do you have to be there? (Three months) Great!
5. When I see you ... how much do you want to list your home for?
 - a. As a professional Real Estate agent, I study homes and prices everyday ... therefore I assume you'll list with me ... at a price that will cause your home to sell ... correct?
 - b. So ... what price won't you go below?
6. How much do you owe on the property? (\$100,000) Excellent!
7. Have you ever thought about selling it yourself? (No) Terrific! (Yes) Interesting
8. Will you help finance the home for the buyer ... or do you want your cash out?
() That's great!
9. Would you please describe your home for me?
10. I'll be sending over a package of information ... will you take a few moments and review it? Thank you.
11. Do you have any questions before I arrive? (No) Great!
12. So you know ... our meeting should only take between five to twenty-five minutes ... is that OK? I'll look forward to seeing you on _____ at _____.

THE ONE-MINUTE PRESENTATION

Hi ... thanks again for having me over ... I'm excited about getting your home on the market ... and getting it sold ...

Do you mind if I take a quick look at your home?

I wrote down three ... real important questions for you ...

1. Do you absolutely have to sell your home? () Fantastic!
2. Will you price your home to sell ... or do you want to keep it on the market for a long period of time? () Great!
3. Do you ... want me ... to handle the sale for you? () Excellent!

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Only close for the signature at the end of the One-Minute Presentation when you have qualified and know the following:

- 1. They know you.**
- 2. They want to hire you.**
- 3. They will list at your price.**

THE C.M.A. PRESENTATION

4. (Name) at the end of my presentation tonight ... one ... of three things will happen ...

One ... You'll have the opportunity to ... list your home with me ... or ...

Two ... You'll decide not to ... list your home with me ... or

Three ... I'll decide not to take your listing ... any one is fine ...

5. Let's quickly take a moment and review the questions I asked you over the phone ...

A) You said you were moving to _____ right?

B) You said you were moving because _____?

C) You said you had to be there by _____ ... correct?

D) You would like to price your home at _____ ... right?

E) And ... you said you owe _____ ... is that right?

F) Now ... you weren't planning on selling it yourself, were you? Terrific!

G) You did (did not) want your money out ... correct? Wonderful!

6. Now ... there are only two issues we have to look at tonight ... Number one ... your motivation to ... sell this home ... and ... Number two ... the price we set on your home ...

7. I've prepared what we call a comparative Market Analysis ... There are two parts to this research ... Part one ... we call ... fantasyland ... what homeowners list homes for ... Part two ... we call ... reality ... what Real Estate agents list and sell homes for ... We're going to have to ... decide tonight ... where you're going to spend your time ...

8. The purpose of the comparative Market Analysis ... is to determine the value of your home ... in the eyes of a buyer ... Do you know how buyers determine value?
9. Buyers determine value by comparison shopping. They look at the price of your home based on its features and benefits, and compare it with the features and benefits of similar homes that have sold recently or are currently on the market. Does that make sense?
10. For example ... if you were going to purchase a new car ... and one dealership had a car for \$50,000 ... and another dealership had the same car for \$45,000 ... but ... it included fancy wheels and the upgraded audio system ... Which would be more valuable?
11. What if the first dealership ... put the car that did not include fancy wheels and the upgraded audio system ... on sale for \$45,000 ... Which would be more valuable? ... Why?
12. So ... you can see ... that if you want to increase value:
 - A) Lower the price ... or ...
 - B) Have more features and benefits ... for the same price ... Does that make sense? Good!
13. So ... unless you are planning to add more features and benefits to your home ... Are you? ... (No ...) **price** is the only issue ... Can I show you what I mean?
 - A) This home is just like yours ...
 - B) How many bedrooms?
 - C) How many baths?
 - D) How many square feet?
 - E) Do you know this neighborhood?
 - F) Have you seen this house?

(Based on the features and benefits of the home tell them)

- a. Your house is better
- b. This house is a little better than yours
- c. This house is very similar to yours (Justify why you said that by comparing their features and benefits)

G) What price are they asking?

H) Look how long it's been on the market?

I) You need to be in _____by_____ ... right?

- 14. What price do you feel we should use ... to create value in the eyes of the buyer ... and get someone to decide to buy your home versus the competition?
- 15. Now that you've seen these prices ... I'm going to recommend a price of \$_____... will you (name) ... list your home with me ... for that price tonight?
- 16. All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

THE LISTING PRESENTATION SCRIPT - CONTINUED

17. _____ what price do you absolutely have to have? () Ouch!
18. Based on that ... there are a couple of real important questions I need to ask you ...
19. Specifically ... why do you feel your home is worth \$ _____ more than your neighbor's?
20. (Name) in today's market place ... that means you've simply brought your home up to selling standard ... right?
21. All homes need _____ ... right?
22. Let me ask you a question ... If a buyer wants to buy your home ... but ... they plan to get rid of _____ ... the moment they buy your home ... how much is it worth then? Exactly!
23. Did you add that to your home for the next buyer ... or ... for your own enjoyment?
24. If you were purchasing a home ... and two similar homes were for sale ... one for _____ ... and one for _____ ... which would you, buy?
25. Wouldn't you want to use the extra _____ ... to do what you wanted to the home?
26. Don't you think most buyers would feel just like you? Of course they would.
27. That's why ... I'm going to recommend ... a price of \$ _____ ... based on what we know ... do you want to ... list your home ... for that price tonight?

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

HANDLING OBJECTIONS SCRIPTS – FROM SELLERS

1. We want to only give you a 30/90 day listing.

I'm sorry ... I won't do that ... _____ months is our company policy ... therefore ... all we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great? Sign the contract ...

2. We were thinking about (X) company, or we've never heard of your company.

I can understand your concern ... and I think you realize a company doesn't sell a home ... it's the individual agent's activities ...

Do you feel I can sell your home? Terrific!

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great? Sign the contract

3. We'll save the commission by selling it ourselves.

I agree you can save the commission by selling it yourself ... are you aware that today over _____ homes are for sale ... last month only _____ actually sold ... that's a _____ month supply of homes ... if no other homes come on the market ... and ... last month _____ homes went on the market! (Wait for answer)

And what's worse ... is the fact that only 2% of all For Sale By Owners sell themselves ... and 98% are listed and sold by Real Estate agents ... Can you afford to have only a 2% chance of selling your home?

Let's do the right thing and simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract!

4. Let's list high; we can always come down later.

I understand you want to list high ... to leave room for negotiating ... and have you considered the problem that creates for you?

Most people won't even bother looking at properties that are priced too high ... would you rather have a bidding war on your home ... or not have an opportunity to negotiate any offers at all?

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

5. We want to think it over.

That's great ... and since three minds are better than two ... let's think out loud ... together ... tell me ... what are you thinking about?

6. We want to sleep on it.

You're right ... this is a big decision ... isn't it?

Yet ... the decision must be made based upon what you want ... correct?

Let's do this ... sign the contract tonight ... contingent upon your approval within 24 hours ... that way we both win ... can I tell you how?

You have 24 hours with no pressure ... so you can ... feel comfortable ... and sleep on it tonight ... then I'll call you in the morning ... and you simply ... tell me yes ... or no.

If you say no ... I'll rip up the contract ... and you have no obligation ... if you ... say yes ... I'll begin marketing your property immediately ... either way ...

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

7. I have a friend in the business.

I can appreciate that ... and almost everyone does ... so let me ask you ... do you absolutely have to ... sell this home ... or ... are you just looking to do your friend a favor?

Obviously ... you had me out for a reason ... right?

Do you feel I can sell your home? Terrific!

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

8. Another agent said they could get me more money.

I can appreciate that ... and what you probably don't understand is this ...

An agent that will ... list your property ... overpriced ... assumes they can take the listing now ... and then start beating you up on the price ... week after week after week after week ... is that what you want? ... Who would?

They're afraid to tell you the truth ... up front ... _____... do you want the truth? Of course you do.

Let's do the right thing ... and simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

9. You haven't sold any homes in my area.

That's a valid concern ... the obvious reason you'll ... choose me now ... is that my company has homes for sale all over the community ...

Meaning ... when you ... sign the contract tonight ... we can expose your property to potential buyers from all over the area ... do you realize how important that kind of exposure is?

Now ... isn't that what you want? ... Of course it is ...

Therefore ... all we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

10. What do you do to sell homes?

That's a valid concern ... and let me ask you ... are you aware ... that there are two kinds of Real Estate agents?

There are passive and active ... I am an active agent ... meaning ... when you ... sign the contract tonight ... I will spend my time actively marketing your home ... to the other active agents in town ... isn't that what you want?

You want someone ... who will work actively ... and aggressively ... to get your home sold ... right? Terrific!

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

11. We want you to cut your commission.

No ... any other questions?

Sign the contract.

12. The other agent said he/she would.

I can appreciate that ... can I tell you why that makes me nervous?

If other agents do not have the courage ... to stand up to you ... regarding their own worth ... how strong could they possibly be ... defending you ... and the price we set for your home? _____, I have that courage ... do you feel I can sell your home? (YES) Terrific!

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

THE LISTING PLAN OF ACTION

My objectives are the following:

- To assist in getting as many qualified buyers as possible into your home until it is sold.
- To communicate to you weekly, the results of our activities.
- To assist you in negotiating the highest dollar value, between you and the buyer.

The following are the steps I take to get a home sold ... the “Pro-Active approach”:

1. Submit your home to our local Multiple Listing Service (MLS).
2. Price your home competitively to open the market vs. narrowing the market.
3. Promote your home at the company sales meeting.
4. Develop a list of features of your home for the Brokers to use with their potential buyers.
5. Email/fax a features sheet to the top agents in the marketplace for their potential buyers.
6. Suggest and advise as to any changes you may want to make in your property to make it more saleable.
7. Constantly update you on any changes in the marketplace.
8. Prospect _____ hours per day and talk to _____ people per day looking for potential buyers.
9. Contact over the next seven days ... my buyer leads, center of influence, and past clients for their referrals and prospective buyers.
10. Add additional exposure through a professional sign and lock-box.

11. Whenever possible, pre-qualify the prospective buyers.
12. Keep you aware of the various methods of financing that a buyer might want to use.
13. When possible, have the cooperating Broker in the area tour your home.
14. Follow-up on the salespeople who have shown your home, for their feedback and response.
15. Assist you in arranging interim financing, if necessary.
16. Represent you on all offer presentations to assure you are negotiating the best possible price and terms.
17. Handle all the follow-up upon a contract being accepted - all mortgage, title, and other closing procedures.
18. Deliver your check at the closing.

THE LISTING PLAN OF ACTION ... SCRIPT

"Mr. and Mrs. Seller ... there are two ways to get a home sold once it is listed. They are ... waiting for a buyer to show up, or wait for another agent to bring a buyer to it. Or ... I can spend my time trying to find a buyer or promote other agents to bring one to us. I've chosen the third method...okay?"

"As I've written, my objectives are the following ..." (Read the three objectives ... or ask them if they had a chance to read them from your pre-listing package).

"Okay, here are the steps I take to get a home sold!"

Read #1 ... Are you familiar with how our MLS works here locally? Yes or no ...

As you know, there are _____ members of our local board ... a small percentage may have a prospect interested in your home at this time ... you do want me to submit your home to MLS don't you?

Read #2 ... As you can see from our discussion, price is always a major factor in selling a home, would you agree that we have to open our market as wide as possible?

Read #3 ... Our office has a weekly meeting of the agents to promote our listings to each other ... is there anything in particular you would like me to tell them?

Read #4 ... Would you share with me the various features you'd like me to list on the features sheet please?

Read #5 ... I've developed a list of the top 25 agents in the area, the ones like myself who are very active in the marketplace. Is there anything in particular you'd like me to tell them? Are there any agents you'd also like me to notify regarding your home being for sale?

Read #6 ... I'm always looking for agent feedback after showings, to improve salability. Are there any changes you're planning to make in the next few days to your home?

- Read #7** ... Go on to #8
- Read #8** ... One of my two jobs is to find a buyer for your home so I can prospect daily. Is there anyone you know that I should be calling regarding the purchase of your home?
- Read #9** ... Go on to #10.
- Read #10** ... You do want a sign and a lock-box don't you?
- Read #11** ... Unfortunately, you and I can't control who shows the property or the qualifications of their prospects. I'll do the best I can to convince all the agents to pre-qualify ... okay?
- Read #12** ... Go on to #13.
- Read #13** ... Go on to #14.
- Read #14** ... Would you mind keeping the cards of the salespeople, so I can pick them up and follow-up? Where would you like to keep them for me?
- Read #15** ... Go on to #16.
- Read #16** ... Will you generally be available on weeknights or should I call you at the office, when an offer comes in?
- Read #17** ... Go on to #18.
- Read #18** ... This is the part we all like the best, it's when you get your 94% and we get our 6%. Are there any other questions about what I'll be doing to get your home sold.

THE MFO LISTING PROCESS

I would like each of you to follow this process verbatim. It will help each of you secure a higher percentage of the listing presentations you go on. Remember, if we can increase our closing percentage we're earning additional income with no more time spent.

Step 1 ... Pre-qualify 100% of all prospects 100% of the time ... no exceptions.

Step 2 ... Mail or deliver a pre-listing package ... which includes:

- A. Personal references (Four or five only)
- B. A copy of your Plan of Action
- C. A complete CMA (Three to five comparable listings, solds and the list price you suggest)
- D. A completed net sheet
- E. A completed contract
- F. All disclosure statements

Step 3 ... Call back and confirm that they've looked at the package and are prepared for your appointment.

Step 4 ... Show up physically, mentally and emotionally.

Step 5 ... Use the scripts verbatim.

PRE-LISTING PACKAGE

Look at making your listing appointments more efficient by using a pre-listing package made up of ...

- A) A list of references
- B) Plan of Action
- C) A complete CMA
- D) A complete net sheet
- E) A contract ready to be signed
- F) Disclosures

That's it! This gives the seller a chance to digest the information and hopefully come into some reality about the price before you get there. Including a signed contract is also an assumptive close.

WHERE BUYERS COME FROM

Open House



Sellers



Newspaper or Magazine



Referral by Friend



Builder



Yard Sign



Internet



Agent



Source: National Association of REALTORS® 2008 Profile of Home Buyers and Sellers

POWERFUL CLOSES FOR LISTING PRESENTATION

1. To give your property maximum exposure I am going to recommend we get a lockbox on the property right away, a sign in the front yard and of course, we'll get it on the internet as fast as possible. Now, when would you like us to come by with the sign and lockbox? Sign the contract.
2. Do you feel I can sell your home? Sign the contract.
3. Is there anything else stopping you from listing your home with me tonight? Sign the contract.
4. As a professional service ... and to start our relationship ... I'll call the agents you still have appointments with and cancel the appointments for you. Would you like to know what I'm going to say?

They thought you were terrific. They wanted to give you a chance but I convinced them to, list with me tonight! If you have any buyers, go ahead and bring them by. The lockbox will be on the door tomorrow morning!

Let's make a list of who I need to call.

5. Mr. and Mrs. Seller ... Based on your time frame ... what you want for your home and the marketing plus exposure you need - I'm the right person for the job! Put me to work for you right now ... Sign the contract.
6. Have you noticed that all realtors say basically the same thing?

Let me show you how I separate myself from my competition ... (Show track record)

(Name) ... I sell _____ homes per year while my competitors average ____ per year ...

If you were going to hire a doctor to perform surgery ... would you hire someone who does it now and then ... or ... the doctor who's done it day in and day out for years?

Why?

I agree! Go ahead and sign the contract.

7. When would you like to receive your first offer? All we need to do now is simply ... sign the contract ... so I can help you get what you want in the time you want ... won't that be great?

POWERFUL CLOSES FOR PRICING PRESENTATION

1. If I had a Cadillac that was worth \$15,000 ... and I was advertising it for \$25,000 ... under what conditions would it sell?
 - A) Only if there were no other Cadillac's available ... right? Or ... if there was something incredibly unique ... that could be valued as being worth \$10,000 more than a normal Cadillac ... does that make sense?
 - B) Have I shown you other homes on the market similar to yours? So buyers have other options ... don't they?
 - C) So the only issue is ... are your extras so incredible and unique ... that someone would be willing to pay \$ _____ MORE ... when they could buy the one down the street and upgrade it to their own personal taste ... for the same money ... Does that make sense?
 - D) Did you buy this home with all the extras? ... Or did you add them for your own comfort and enjoyment?
 - E) Based on that ... what price is the obvious choice?
2. I'd rather receive ten offers and give us the power to negotiate ... than list at your price ... and *not* receive any offers at all ... (Name) ... let's start tonight at _____ ... Go ahead and sign the contract.
3. I'll put the home on the market ... at that price ... for the next two weeks as an experiment ... If we have lots of showings and no offers ... the market is telling us it's priced too high ... If we have no showings and no offers ... then the market is telling us this price is way too high!
 - A) So let's do this ... sign an automatic price reduction form ... and I'll only submit it ... after we agree ... the market says it's too high ...
 - B) Go ahead and sign the contract.

EXPIRED LISTING – TELEPHONE

Good Morning ...

1. Your listing has expired, right?
2. Why don't I stop by and take a look at your home?
3. I think that while I'm there, I can give you some ideas as to why your home did not sell.
4. That way, if you decide to put your home back on the market, you won't make the same mistake twice.
5. Does that make sense to you?

PROSPECTING – OPEN HOUSE

1. May I show you through the home?
2. Do you presently live in the area?
3. Are you presently working with another agent?
4. What would be the best time to show you property?
5. Would _____ at _____ be okay?
6. Oh ... by the way ... your name is?

PROSPECTING – SIGN CALLS

Key Point: A high percentage of your calls are going to be sellers, not just buyers. When the call comes in, before answering any questions, ask the following:

“Which home in the area do you own?”

PROSPECTING – TENANT OCCUPIED LISTINGS

1. Would you mind showing me through your home?
2. When this home sells, are you planning to purchase a home, or continue to rent?
3. What would be the best time to stop by and talk to you about purchasing/renting a home?

PROSPECTING – CENTER OF INFLUENCE

Good Morning,

Wanted to take a moment again and remind you that I'm still in the Real Estate business. If you know of anyone who is thinking of buying or selling, please give me a call.

THE LEAD FOLLOW-UP SCRIPT

Hi _____ this is _____ with _____. I'm calling with two questions ...

1. Do you still have to buy/sell a home?
2. Can we set an appointment for this week?

“Remember the 3 -3 -3 Rule”

1. Only let the phone ring 3 times.
2. Only call a lead 3 times.
3. Only talk to a lead 3 times.

PRICE REDUCTION SCRIPT

1. (Name)... I made a terrible mistake when I listed your home ... can I explain? When I listed your home, I wasn't strong enough on the price ... so ... I wrote down four solutions ... OK ...?
 - 1) Reduce the price tonight by ____%! () Great!
 - 2) Add an additional 1 to 2% commission for the selling agent! () Fantastic!
 - 3) Extend the listing agreement to its original term ... () Terrific!
 - 4) I'll have to give you the listing back ... _____ I know this is tough ... which of the four is better for you?
2. *Mr. and Mrs. Seller ... based on my knowledge ... it seems you're still the highest bidder for your home ... we need to go ahead and reduce the price by _____ ... tonight!*
3. *Hi _____... I'm calling in with your weekly update ... in the last seven days, we've had _____ showings ... and _____ offers. As we've discussed ... it's time to reduce the price ... so we can create some activity and receive some showings.*
4. *On a scale of 1 – 10 ... 10 meaning ... We must move now ... 1 meaning we'll move only if we get our price ... where would you rate yourself in terms of your motivation to sell this home?*

TELEPHONE – AD CALL/ SIGN RESPONSES

1. “Where is the property located?”

The property is located in the general area of _____ and _____. Are you familiar with this area? Is this an area you would consider? What would be the best time to show you property, now _____ or at _____?

2. “Give me the exact address.”

I’d be happy to give you the exact address Mrs. _____, however, one of the conditions of the contract with the seller is that we accompany each prospect to the property. I’m free now, or would _____ be better?

3. “I’ll just meet you at the property.”

That would be fine Mr. _____. Fortunately, our office is not too far from the home. To avoid the possibility of our missing one another, can you come in now, or would _____ be better?

4. “How close are the schools?”

I’d be happy to show you the exact locations of the schools. How old are your children? We can measure the exact distance when we see the home. Are you free now, or would _____ be better?

5. “How far is the shopping?”

I’d be happy to show you the shopping areas Mr. _____. Do you prefer to drive or walk to shopping? We can measure the exact distance when we see the home. Are you available now, or would _____ be better?

6. “We would like to just drive by the property.”

It’s always a good idea to see the exterior of a home as well as the neighborhood. What time do you plan to drive by? Fine – I’m available at that time to answer any questions you might have. Should I pick you up at your home, or do you want to meet me at my office?

7. "What are the taxes?"

I think you'll find the taxes are proportionate to the price of the home. Can I show you the home now, or would _____ be better?

8. "What is the loan on the property?"

The loan on the property is quite low (or high). What did you have in mind for a down payment? Fine, would now or _____ be the best time to show you the home?

9. "Will they sell the home FHA or VA?"

I'd be happy to submit a VA offer. What year were you in the service? (If FHA, I'd be happy to submit) What would be the best time to show you the property?

10. "What down payment is necessary?"

The sellers are open to various types of financial offers. What down payment did you have in mind? Would now or _____ be the best time to show you the home?

11. "Why are they selling?"

I don't have the file on my desk. I will try to have that information for you when we get together. What's the best time to show you the home, now or _____?

12. "Are there any children in the area?"

I think it would be hard to find an area that did not have some children. How many children are there in your family? Should I pick you up at your home or meet you at the office?

13. "What is the price of the home?"

It's in the \$_____ range. What price range had you been considering?
(Fine)

I'm available now, or would _____ be better?

SHOWING PROPERTY

Please review each point carefully before taking your buyer out to sell them a home.

1. Show your own personal listings first.
2. As quickly as possible, separate the looker from the buyer.
3. Don't take anything with you while you go to show the property except the contract.
4. Work hard to sell the seller.
5. Make it as easy as possible for the buyer to buy from you.
6. Learn to give the customer what he/she wants.
7. Always call first before showing a property.
8. Always call back and explain why you didn't show a home you were supposed to.
9. Try to ask questions of the buyer while in the car.
10. Don't oversell the home prior to the showing.
11. If the buyer is motivated to buy, don't quit showing them property until they buy.
12. Select a good route to the home.
13. Always park across the street from the home.
14. As you approach the front door say, "Let's look at this home as if it were vacant."
15. Once inside the front door say, "Make yourselves at home, I'm here just to answer your questions."
16. Always keep them together inside the home.

17. Try to save something good for last. But show it to them first.
18. Get the customers emotionally involved in the home through questions.
19. Be enthusiastic.
20. Never show more than three homes at one time.
21. Encourage the customer to take notes while showing property.
22. Always take one car, even if it is theirs.
23. Never make statements, only ask questions while showing property.

PRESENTING THE OFFER

1. Determine the seller's motivation.
2. Discuss the qualifications of your buyer.
3. Discuss the deposit.
4. Read the contract from the bottom up.
5. Go directly to the net sheet.
6. Review the benefits of your offer.
7. Ask for the signature.

BUYER SCRIPT

1. “Mr. and Mrs. _____, may I take you through the buying process I use when assisting a buyer in purchasing a home?”

If yes, continue. If no, the interview is over.

2. “I’m going to ask my lender ... (lender’s name) to call you as soon as possible and discuss with you all the financing options available. This should answer all of your questions, as well as give you the confidence you’ll want in purchasing a home today. Can I have them call you in the next several hours?”

If yes, continue. If no, move on.

3. “Once you and the lender have designed a financing agreement for yourself, I’m going to ask you a lot of questions regarding the type of home you want to buy ... have you outlined, in detail, the type of home you want to purchase?”
4. “Once we’ve determined the type of home you want to purchase, I will select the three to four absolutely best homes in that range for you to look at ... I don’t want to confuse you by showing you a lot of homes ... do you understand?”

If yes, continue.

5. “Once we have looked at these properties, I will ask you to select one and write an offer to purchase that property. Are you prepared to write an offer if we find the right property?”
6. “Once we’ve written an offer to the seller, I will negotiate that contract for you. If accepted, we’ll work together each day toward the closing.”
7. “Based on the process that I use in helping folks like you find a home, do you still want me to proceed by having a lender call you, or would you prefer to work with another agent?”

QUALIFYING FOR HOME AND MOTIVATION

“Thanks again for coming to my office. I am excited about helping you find a home. I would like to take a few minutes ... ask you about the home you would like to purchase and your home buying needs.”

1. Are there any other areas that you are interested in other than this area?
2. What's important to you about this area?
3. How long have you folks been looking for a home?
4. Have you seen any homes that you like ... can you describe them for me?
5. How soon would you like to move in?
6. Do you need to sell an existing home to buy the next one?
7. Are you working with other Real Estate Agents?
8. What price range are you considering?
9. How many bedrooms and baths do you want in your new home?
10. What other features are you looking for in your new home?
11. I am sure you and your lender have determined a down payment ... how much do you want to put down?
12. What is the maximum monthly payment you would like to have?
13. Are there any other people who need to see the home before you make a decision to buy?
14. How many homes will you need to see before you make a decision to buy?
15. If we see the right home today, are you ready to make a decision today? (If not, why not?)
16. If we don't find the right home today, how quickly will I be able to reach you if I find the right home?
17. Are there any other questions or concerns you have about buying a home?



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