

Session #15: Scripts

Introduction to Your Coach

TIM HEYL

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The only coaching company teaching and coaching to
the KW models and MREA systems.
Who's Your MAPS Coach?

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2. Only paid participants may listen and contribute.
3. Mute yourself whenever you are not talking (*6).
4. Do not put the call on hold (you will be disconnected).
5. Complete all assignments prior to call.
6. Be PREPARED!

Get Ready!

This Week's Objectives

- I. "Conversational" Circle Prospecting Script
- II. Expired Script
- III. FSBO Scripts
- IV. Buyer
- V. Objection Handling

I. “Conversational” Circle Prospecting Script

- Hi, is this [FIRST NAME]?

- Hey [FIRST NAME], this is _____. I’m a real estate professional in the area. I hope you’re having a great day!

- [FIRST NAME], I’m calling today because there has been interest in your neighborhood and
 - I’m wondering **WHO YOU KNOW** that might be thinking of making a move this year?
 - That’s okay, thanks for thinking about it for me.

- Just out of curiosity, when do **YOU** plan on moving? (If they don’t really tell you then -)
 - How long have you lived in the neighborhood?
 - Where did you move here from?
 - How did you happen to pick THIS area?
 - So, if you were to make a move... where would you go next? And when would that be?

- GET EVERYONE'S EMAIL!!!
 - [FIRST NAME], I really appreciate your time today. You know, once every month, I send a market update to some of the neighbors to help keep their finger on the pulse of the market.
 - Would you like to receive that?
 - Great, what's a good email I can send it to?
 - Fantastic, thanks so much for your time today. Enjoy the report!

At any point they identify themselves as a potential Nurture, skip to Nurture Criteria Questions

Be willing to play the Hang-Up game. The first couple times you ask, you will get a reflex-No. The more conversational you are, and the deeper you dig, the higher the chance they will tell you their true plans to sell.

Nurture Criteria Questions

1. **Motivation** – What’s got you thinking about making a move? (Dig 3 layers deep)
 - i. What will that do for you?
 - ii. What’s important about that to you?
 - iii. Tell me more about that
 - b. Motivation must be REAL and not just wanting to “test the market”
 - i. **If price is the motivation. Dig Deeper.**
 1. What price would motivate you to make a move?
 2. How much do you owe on the property?
 3. What will you be using the proceeds from the sale?
 - ii. **If a different/bigger/smaller Home is the motivation. Dig Deeper.**
 1. What would your ideal home look like?
 2. Will you want to stay in this area?
 3. What do you like best about your current home?
 4. What do you like least about your current home?
2. **Time Frame** – When do you see yourself being ready to make the move?
 - a. **If unsure about the time frame. Dig Deeper.**
 - i. What about that time frame is important to you?
 - ii. Are there circumstances that would enable you to make this happen sooner for you and your family?
 - iii. Are there circumstances that would prohibit you from making this move happen?
3. **Willing to Meet** – I’m assuming you’re not already committed to another Realtor, correct?
4. **Contact info** – I’m going to have my assistant send you our info just in case you want to talk sooner. That way you’ll have it. What’s the best email address I can send that to?
5. **Seller-directed follow up** – I’d like to have an agent follow up when you are ready to talk more seriously about it. When would be the best time for that?

Objections

- **How did you get my number?**
 - You know, our technology team pulled this list together for me. Somehow your number was associated with this address through public records.
 - **If they are upset** – [FIRST NAME], I understand. I will remove your number right now and you won't receive another call from me.
 - **If they are just curious** – Continue to ask questions
- **Are you a licensed Realtor?**
 - No, I assist a Realtor.
- **I have an agent already.**
 - Have you signed a contract with them yet?
 - **If no** – Great. I understand wanting to work with someone you are already familiar with. Just out of curiosity, would that relationship trump superior track record and skill?
 - **If yes** – get off the phone
- **If they ask real estate specific questions (Pricing/Tax Information/Market Related Information).**
 - [FIRST NAME], since I assist the Realtor, it might make sense for me to have them contact you directly to help out. In order to prepare them for that conversation, (go back to the nurture criteria questions)

When the prospect continues to question you or be agitated, your **ONLY** response should be humble, apologetic, and assuring that you won't contact them again. Never attempt to engage in debate with an upset prospect!

Tips

- Do not say a particular **group** you are calling from. If you are pushed on it, say you are with Keller Williams.
- If someone is really **upset**, and you are unable to calm a prospect down, let them know your manager will call them.
- If someone is **ready to meet** and all nurture criteria is met, and they are ready to list their home. Simply say: “It sounds like we should go ahead and meet now. Are afternoons or evenings typically better for you?”
- **SMILE**. They can feel your energy.
- Avoid **Filler Words**. Um, you know, like... etc.
- When in doubt of what to say. **ASK AN OPEN ENDED QUESTION!**
- The prospect should be doing **80%** of the talking. By asking questions you control the conversation.

II. Expired Script

Intro Scripts

Hi, is this _____? Hey _____! My name is _____. I am a Real Estate Professional, how are you doing today?

Great! Well the reason for my call is that I saw your home came off the market and I wanted to find out if it is still available or if it actually sold.

When will you be looking to ...**HIRE THE RIGHT AGENT**... for the job to sell it?

Fantastic, well we specialize in selling homes that didn't sell the first time **AND** I was hoping you'd be free to... get together...for about 15 minutes or so to talk about why your house didn't sell and what needs to happen in order for it to sell at this point.

- a. Which usually works better for you, weekdays or weekends? Mornings or Afternoons? 2pm or 6pm?
- b. Too soon of a close? **Ask questions:**
 - Do you still **NEED** to sell your house?
 - May I ask where you are moving to?
 - How soon do you need to be there?
 - Why did you first put your home on the market?
 - Mr./Mrs. _____ Why do **YOU** think that your home didn't sell?

- How did you go about choosing the last agent you listed with?
- What did the agent do that you liked the best?
- What do you feel that they should have done?
- Minimum Standard, right, get the house sold? I'm sure that your agent worked really hard to get your home sold ... Right? I bet they even did everything they know how to do to get it sold ... wouldn't you agree? And yet, it just didn't happen ...
- You know, I'm convinced it's not for a lack of effort. You know, it's more likely in the approach. You simply need a different approach. That's exactly why we need to get together.

Notes:

III. FSBO Scripts

- Hello is this _____? Hey _____, my name is Tim Heyl and I sell real estate with Keller Williams. I'm calling about the house. Is it still for sale? Oh, Great!
- Well the reason for my call is that I work with buyers in the area and I have made a commitment to finding them the right home.
- I am creating a list of all the properties available, not just the ones listed in MLS. Are you listed in MLS?
- Great! Well, if an agent like me **WERE** to bring you a buyer, are you offering a 3% broker commission for them?
- Great, well I will go ahead and add this property to our database. Thanks!
- Oh and while I have you on the line:
 - May I ask where you are moving to?
 - How soon do you need to be there?
 - What is the current sale price?
 - How did you choose your sale price?
 - Have you had a recent appraisal?
 - How long have you been trying to...sell your house...by yourself?
 - Are you willing to...**DROP YOUR PRICE**...when working with buyers?
- What type of marketing are you using to...**SELL YOUR HOUSE?**
- Are you aware of all the marketing techniques I use to get your house sold?
- Great! I could come by and show you at 3:00, or would 4:00 be better? That way I can share with you ideas that may help...**SELL YOUR HOUSE.**

- No-
 - And how long do you think you will continue on your own until you explore other options?
 - Okay, and say in a _____time when you do decide to ...**TAKE ACTION**...do you have someone in mind that you trust or would you consider meeting with an aggressive agent like me?

Okay, well here is how I can help you –

- I respect the fact that you want to sell the house yourself.
- I'd like to come see it and show you how I work with many **FSBOs** just like you.
 - If you could keep doing what you're doing and have an aggressive agent like me on your side – **AND** you knew I could get you **MORE** money in a shorter period of time – would you at least want to hear about it?
 - See, If I can sell it for you, you have the option to take the offer and pay my fee. However, if you can sell it on your own, you don't owe me anything.
 - Does that sound like something you would be interested in hearing more about?
 - Fantastic. Well that's exactly why we should go ahead and...**GET TOGETHER**...right away.
 - What works better for you usually, afternoons or evenings?

FSBO Problem Presentation

May I tell you about the 4 types of buyers?

1. **Serious and in a hurry** – They may be moving to your town and have three days to find a home. Or maybe they just sold theirs and need to get into another or they will lose their contract.
2. **Serious but not in a hurry** – They can qualify – they may be a first time home buyer proceeding cautiously or they may be looking for that special home. Most first time home buyers who are proceeding cautiously want someone to hold their hand, right?
3. **Investors** – They want to buy everything ten cents on the dollar. I bet some have called you already. Did they ask you how much you would come down on price? I have had to help many FSBOs with that.
4. **Looky Lous** – I really shouldn't call them buyers. They can't qualify. Agents won't put them in the car, so they go out and prey on FSBOs.

1. When I think of the 4 types of buyers – the first type – **serious and in a hurry** – Do you think they are going to be out with an agent looking at everything they can to find the best transaction they can, or do you think they are going to be in a rental car trying to find FSBOs?
2. Secondly, if you are a **serious buyer who wants to proceed cautiously** and have someone hold your hand, are you going to be out looking on your own or are you going to be looking with an agent?
3. And if you want to **buy homes ten cents on the dollar**, are you going to call and agent or are you going to call a FSBO?
4. And if you are a **Looky Lou**, who cares, right?!

FSBO Fallacies Script

- Hello is this _____? Hi Mr./Mrs. _____, I wanted to give you a quick call about your property that you have up as For Sale By Owner, is it still available or did it already sell?
- Okay. Let me ask you, since it hasn't sold yet, do you have a time in the future that you're considering listing your property with a Real Estate Agent?

WHY WOULD WE WANT TO DO THAT? I DON'T WANT TO PAY A BIG COMMISSION IF I CAN DO IT BY MYSELF.

- I can completely understand where you're coming from Mr. /Mrs. _____. Did you know that that 95% of all homes sold in Texas are with the assistance of a buyer's agent? The reason I say this Mr./Mrs. _____ is that you could potentially be missing out on thousands of buyer's that are in the market to buy in your neighborhood but are simply unaware of your property because it hasn't been aggressively marketed with a Real Estate team. (Go straight into saying the next line)
- Our firm The Heyl Group specializes in working with For Sale By Owner's just like yourself, assisting them with aggressively marketing your home to get you top dollar with a minimum amount of days on the market. In fact we even have a program where you can continue to market the home on your own and you don't owe us a commission if you find your own buyer.
- Just out of curiosity Mr. /Mrs. _____, If there was a way that we could show you how teaming up with our company and selling your home with us will actually get you more money and get you more qualified traffic to your property....thus getting your property sold without all of the headaches that come with selling it on your own would that be something you would be interested in learning about . Great! We look forward to showing you how our program works. Are evenings or afternoons better for you?

IF THEY ARE SELLING AND BUYING

- Mr. /Mrs. _____, May I ask you a question? *It sounds like you are buying a home after this one sells, is that correct? But it also sounds like you want to net the most money possible on this transaction and pay the least amount possible on your purchase....doesn't everyone!?* There's a lot that we can do to work with you on the commission structure. We'd be willing to work with you on our flexible commission structure if you would consider working with us on the buy and listing of your home.
- In addition, by having a professional negotiator working on your behalf on the buy and the sell side we're going to be able to negotiate the MOST amount of money for you selling and buyer your new home. Could you see the benefit of having a team of professionals working hard to make sure that you net the most amount of money? Great!
- Let's simply set an appointment to have our Specialist come out and learn more about your property and also explain in further detail all it is that we're going to be doing to get you and your family to most money on the these transactions. Does that make sense? Great! What times are best for you, afternoon or evenings?

WE WILL HIRE AN AGENT IF IT DOESN'T SELL IN _____ MONTHS

- My question is, are you really prepared to endure the opportunity cost of NOT selling your home in the next ____ days? The reality is we DO NOT KNOW what the market will be like in 6 months but we know exactly the highest price we could sell your home for today. In addition, the area where you want to buy may also be appreciating in value. You could miss out on your dream home! Doesn't it make sense to consider taking advantage of the market today and not risking a shift that moves against you?
- Let's simply set an appointment to have our Specialist come out and learn more about your property and also explain in further detail all it is that we're going to be doing to get you and your family to most money on the these transactions. Does that make sense? Great! What times are best for you, afternoon or evenings?

IV. Buyer

- Sign call intro:
 - That's a great home everybody is calling on that one!
 - So are you in the market to buy a home?

- Internet lead intro:
 - Hello is this _____? Hello. My name is _____ with the Heyl Group at locationaustin.com. I just wanted to thank you for visiting our real estate website and wanted to answer any questions you might have about buying real estate in the _____ area.

- **I assume you reached out directly because you are not already obligated to a real estate agent?**
 - I just realized I do not have your name. May I have your name please?
 - Do you live in the area? If *not*, is this your first time to visit our city?
 - Where are you from?
 - Where do you live now?
 - How long have you lived there?
 - Do you own a home or are you currently renting?
 - Own-Will it be necessary to sell your home first?
 - Rent-When is your lease due?
 - Where do you work?
 - How many are in your family?
 - Do you have kids?
 - Would you describe your present home for me?
 - If we found the right home today, would you be in a position to proceed?
 - Are you paying cash or obtaining financing?
 - How long have you been looking for a home?
 - Have you seen anything you liked? If yes, What prevented you from buying?
 - Tell me about the home you will buy.
 - I want your motivation to match your motivation, does that make sense?
Explain: So I know how best to follow up with you, tell me, on a scale of 1-10, with 10 meaning you must purchase a home today and 1 meaning you are just curious, how would you rate yourself?

BUYER PRE-QUALIFICATION

- When we meet on _____ and you feel comfortable and confident...that _____ is the right agent to represent you...are you prepared to work exclusively with our team?
- Just to review, you want your new home to be in the ___price range___location ___beds___baths___school district___stories___other important features
- Tell me again...why you are buying a home_____
- Your motivation is_____has it changed?
- Let's meet at my office _____
 - Just want to meet at the property: Although meeting at the property is an option why we like to meet in the office is to show you how we work on your behalf learn your criteria and educate you on the home buying process. Once we learn your criteria and what is important to you we will then strategize on the homes that work best and set a plan to see those homes that way we make sure to maximize our time together.
 - Close for office again, if no try their home and then agree to meet at the property.

V. Objection Handling

Scripts and Objection Handlers Part 1

I'm going to stay with the same agent

1. Great! Tell me, what specifically is the benefit for you to do that?
 - a. What is the last agent going to do differently this time to make sure it sells that they didn't do last time?
 - b. I mean, if you knew I could sell it for you in this market and net you what you need, would you at least consider it?
 - i. *Oh fantastic, that is exactly why we need to get together today!*
 - c. That's great! And what I am hearing you say is that you feel obliged to your last agent because they invested time and money in your house, right?
 - i. Yeah, and when they originally listed the house, they most likely intended to sell it right?
 - ii. And they probably did everything they could to get it sold, wouldn't you agree?
 - iii. Yeah, and yet the house did not sell.
 - iv. I'm convinced that it's not for lack of effort. You know, I think it is most likely in the approach. Your house needs a new approach.
 - v. Mr./Mrs. Seller, you don't owe me anything and you really don't owe them anything either, BUT you do owe yourself the very best. It certainly wouldn't hurt to hear what I do to get houses sold, would it?
 - vi. I mean, after all – you can't afford to keep doing the same thing over and over again and expecting different results, can you?
 1. *That is exactly why we need to...get together...today!*

2. What is it about this agent that has you 100% confident that this time they can get your home sold?
 - a. See, When we...get together...if you don't know the answer to that question– I mean, if you aren't 100% sold on why I am going to...sell your house...then you have no obligation to hire me. So lets go ahead and get together.

I'm going to sell it myself (FSBO)

1. Great! Tell me, if there were a specific benefit for you to list your home with me today, would you at least consider it?
 - a. ***Oh fantastic, that is exactly why we need to get together!***
 - b. Great, well let me ask you then – what would have to happen first?
 - i. ***Oh fantastic, that is exactly why we need to get together!***
2. Oh fantastic. So tell me, what specifically is the benefit to you doing that?
 - a. Yeah, and after what you have been through I certainly understand. In fact, your generally better off being a FOR SALE BY OWNER than to be with an agent who doesn't understand the market and what it takes to sell houses.
 - b. You know, most agents do what I call the 3 Ps of real estate. They PLACE a sign in year, PLACE your house in Multiple Listing and PRAY that some other agent will come along and sell it for them.
 - c. I go A LOT further than that – I study the market everyday and stay in constant communication with my sellers about their specific market every week. Also, I proactively and aggressively prospect for buyers for my listings everyday! In fact, for every 70 new prospects I spoke with last year, something of mine sold! Is that the kind of assurance you would be looking for in an agent? I mean, if you were to hire one?
 - d. Yeah, and what else are you looking for in an agent?
 - i. ***Fantastic, that's exactly why we need to...get together...today!***

3. What is it about getting a FSBO sign in the yard that has you 100% confident that you will get your home sold?
 - a. See, when we...get together...if you aren't 100% sold on why I am going to...sell your house...then you have no obligation to hire me. So let's go ahead and get together.

We're taking it off the market – we have decided to stay

1. Great! Tell me, if there were a specific benefit for you to list your home with me today, would you at least consider it?
 - a. ***Oh fantastic, that is exactly why we need to get together!***
 - b. Great, well let me ask you then – what would have to happen first?
 - i. ***Oh fantastic, that is exactly why we need to get together!***
2. Great! Tell me, what specifically is the benefit for you to do that?
 - a. I mean, if you knew I could sell it for you in this market and net you what you need, would you at least consider it?
 - i. ***Oh fantastic, that is exactly why we need to get together today!***
3. Oh, I see. Just out of curiosity, where were you moving to when you sold? That's great! Why was that important?
 - a. Well if we could still make that happen, I mean if a contract were presented to you today, would you still sell? Great! So, there is still that desire to move as long as you don't have to go through what you did last time, right?
 - i. ***Fantastic! That's exactly why we need to get together today!***

I need to talk with my spouse first.

1. I can really appreciate that. You know, it sounds like you want to make sure your spouse is part of ALL the decision making, right?
 - a. Fantastic. And if you WERE to both meet with agents in the future, would that be on a weekend or a weekday anyway? Afternoon or evening? Okay, Great. Well I would like to talk to your spouse as well.
 - i. So it sounds like the best time for us all to ...get together...is _____ . Since it sounds like your pretty busy and I know my schedule fills up fast, I'd like to go ahead and pencil time for us to meet then. I am going to send you my contact information and a confirmation for the meeting so you can talk with your spouse and if it doesn't work we can reschedule. Fair enough?

I have already found another agent

1. Great! So, just out of curiosity, have you already signed a contract?
 - a. Fantastic! I would like to apply for the job to ...SELL YOUR HOUSE...after all, I specialize in houses that didn't sell the first time. Even some of the best houses don't sell the first time around.
2. You know, if you had to go to a doctor because you had an illness and you found out it involved surgery, you would want another opinion, wouldn't you? Well I know this isn't surgery and yet its financial surgery on your house.
 - a. Lets meet for about 20 minutes and you will see why so many people have decided to ...HIRE ME...over other agents.
 - b. I mean, Mr./Mrs. Seller, if you knew you could get MORE MONEY and a QUICKER SALE, you would want to at least ...MEET WITH ME...right?

3. What is it about this agent that has you 100% confident that this time they can get your home sold?
 - a. See, When we...get together...if you don't know the answer to that question– I mean, if you aren't 100% sold on why I am going to...sell your house...then you have no obligation to hire me. So let's go ahead and get together.

Where were all you agents when my house was on the market?

That's a really good question! You know In order to sell a house once, you really need to sell it twice – may I explain?

Agents sell the house to other agents and they sell it to their clients. Quite frankly, your agent never sold it to me. That is one of the things I do best. I expose your house to all the agents in the area and make calls daily to find the buyer for your house. That is what you want, right?

Let me...come by...and show you how I look for buyers for your house as well as, how I expose your house to the agents \so they are all familiar with what your house has to offer.

Scripts and Objection Handlers Part 2

NO, I AM NOT LOOKING TO SELL.

Ask them either of the questions below:

- What are the circumstances that would enable you to sell?
- What will motivate you to sell?
- Will there be any circumstances that would peak your interest to sell?

What would my home sell for?

- That's a great question! I am an assistant on the team and I will have one of our agents create a market analysis and call you. That being said, what is the price that would get your attention?

or

- That's a great question! We offer a thorough and comprehensive valuation of your home. I will forward you to one of our specialists, who knows the market and your neighborhood more than anyone else and will give you an approximate value of what your home could sell for. Does that makes sense?
- Great! I will make sure to let them know. When is the best time to call you back?

Do you have a buyer?

- We absolutely have buyers and I am really calling today to see if you are interested in selling. What are the circumstances that would enable you to sell?

What do you differently with other realtors? / You are just the same as other realtors/real estate group.

- That's a great question! You know, some realtors put the sign in the yard, place it on MLS and pray that somebody else sells the property for them. We kinda go an extra step. We do prospecting on behalf of our sellers and we aggressively market the home to get that property sold for top dollar in no time. It is definitely a different experience with us than any other realtors. How does that sound?

or

- Let me tell you this: we do things differently here in The Heyl Group. We do have aggressive plans in marketing your home to make sure that it is sold for top dollar. That includes professional photography of your home and cold calling potential buyers. Our agents are ready to walk you through the process of selling your existing house for top dollar. How does that sound?
- Fantastic! Since I am an assistant on the team, I will have one of our agents do a market analysis and call you. That being said, what is price that would get your attention?
- Great! I will make sure to let them know. When is the best time to call you back?

Getting an email address

- What is a good email address where our agent can send the market analysis and also a little information about our team and how we work?

We would sell but have nowhere to go.

- Well, that is a valid concern and I want to make sure that before you rule out selling your home, we can show you that there are still many good homes available on the market. So, why don't you tell me more about where you would like to move?

We already have an agent.

- Have you already signed paperwork?

If **YES**: Great! When is the home coming on the market? Who is the agent we should contact about the house?

If **NO**: Great! When are you looking to get the house on the market?

Fantastic! Well, would you be open to a second opinion?

Where did you get my number?

- You know what, I'm not entirely sure. Our system pulls phone numbers associated to the property.
- This number is associated with this address.

If lead prospecting to move to a different city

- I will make sure to let them know. We can refer you to a local agent in that area who will make sure to show you houses that matches your needs and preferences.

If the lead said that the property has been leased

- When does the lease come due?

Pricing and Condition Script

- On a scale of 1 to 10—a 10 being perfect—how would you rate the condition of your home?
- What would make it a 10?
- Is there a particular price that you'd like to sell your house for? (Pull open **ACTRIS/MLS** and see if the home was listed in the past and at what price).
 - I saw your house was listed in (year) for \$_____. If someone offered you \$_____ today, would you accept their offer?

If **YES**: Great.

If **NO**: How much do you want to sell your house for?

- I see similar homes in your neighborhood are selling for \$_____ per square foot. Would you be comfortable selling at this amount?

If **YES**: Great.

If **NO**: How much do you want to sell your house for?

- As professional real estate agents, our objective is to price homes to sell as quickly as possible. Once we can assess—in person—what your home looks like, we can let you know if your price range is within a range that makes sense in the current real estate market.

I'm going to stay with the same agent

- Great! Tell me, what specifically is the benefit for you to do that?
- What is the last agent going to do differently this time to make sure it sells that they didn't do last time?
- I mean, if you knew I could sell it for you in this market and net you what you need, would you at least consider it?

If **YES**: Oh fantastic, that is exactly why we need to get together today!

- That's great! And what I am hearing you say is that you feel obliged to your last agent because they invested time and money in your house, right?
- Yeah, and when they originally listed the house, they most likely intended to sell it right?
- And they probably did everything they could to get it sold, wouldn't you agree?
- Yeah, and yet the house did not sell.
- I'm convinced that it's not for lack of effort. You know, I think it is most likely in the approach. Your house needs a new approach.
- Mr. /Mrs. _____, you don't owe me anything and you really don't owe them anything either, BUT you do owe yourself the very best. It certainly wouldn't hurt to hear what I do to get houses sold, would it?
- I mean, after all – you can't afford to keep doing the same thing over and over again and expecting different results, can you?

If **YES**: That is exactly why we need to...get together...today!

- What is it about this agent that has you 100% confident that this time they can get your home sold?
 - See, when we...get together...if you don't know the answer to that question– I mean, if you aren't 100% sold on why I am going to...sell your house...then you have no obligation to hire me. So let's go ahead and get together.

Where were all you agents when my house was on the market?

- That's a really good question! You know In order to sell a house once, you really need to sell it twice – may I explain?
 - Agents sell the house to other agents and they sell it to their clients. Quite frankly, your agent never sold it to me. That is one of the things I do best. I expose your house to all the agents in the area and make calls daily to find the buyer for your house. That is what you want, right?

If **YES**: Fantastic! Let me...come by...and show you how I look for buyers for your house as well as, how I expose your house to the agents so they are all familiar with what your house has to offer.

Relative is a Realtor

Ask them: Are they working full time?

If **NO**: I understand. But if I were selling a house, I would be going with someone who does this full time on a day-to-day basis, who knows the market very well and is equipped with knowledge to make sure that I get top dollar for my home. You owe yourself the best, wouldn't you agree?

Seller not willing to put it on the market

Most of us, as part of our script, tell the lead that we do have a buyer who wants to move in to their area and then ask them if they plan on selling it. And we mostly encounter leads who would tell us that they would but are not willing to put it on the market. If this happens, ask them:

“If our buyer would not be interested in your home, would you be interested in listing it on the open market?”

Depending on how they respond, we would be able to gauge how strong their motivation is in selling their property.

Time-Frame of Selling too Far Out

There are a lot of instances that our clients will give us an indefinite time-frame, too far out date or worst, you feel that the client is not really sure in his/her time-frame in selling. So here are some questions to make sure that we get stronger response from them.

- Out of curiosity, what is going to happen from now until _____ that made you decide to sell around that time?
What's happening around that time that makes sense for you to sell around that date?
- Out of curiosity, what are the things that you considered that made you decide to sell around that date?

If lead wants to work with the same agent

- I understand you feel obligated to your previous agent because of the work he has done before. But have you sat down with him and asked him what he is gonna do differently this time to get your home sold?
- You know, you don't owe anything to your previous agent and you certainly do not owe anything to us. But you definitely owe yourself the best.

If lead had worked with an agent before but had a bad experience

- I understand. What do you think did your realtor do to market your property in the past?
- Okay. Let me tell you this: I am really calling because we are experts in selling homes that has been listed before but has not been sold. I want to show you how we do things differently here in The Heyl Group. We do have aggressive plans in marketing your home to make sure that it sold in no time. That includes professional photography of your home and cold calling potential buyers and many more. Our agent is ready to walk you through the process of selling your existing house for top dollar. So what do you think about that?

What makes us different? What we offer:

- Expert online marketing- professional staging, photos, and descriptions to get potential buyers to look at your property online.
- Presence and priority on Google, Facebook, Trulia, Zillow, ect. to drive potential buyers to your property online.
- Huge realtor network and expertise in marketing directly to agents who will then sell your home to their clients.
- Sign in front yard that will be directed to a team of buyer specialist ready to assist buyers in purchasing your property.
- Sign in front yard that will allow potential buyers to text for information/photos/pricing on your property.
- All in-bound leads are responded to within 5 minutes so that we don't miss an opportunity to sell your home.
- Reverse prospecting. We can see on MLS which agents are looking at homes similar to yours and we will proactively reach out to those agents to market your house to them.
- Outbound prospecting to find other potential sellers who then become buyers for your property.
- Specialized team who are experts in their roles, so you will have top notch service and communication through every step of the selling process.
- Calling around your neighborhood to let your neighbors know that your house is on the market in case they know anyone who might like to move closer to them.

Session #15 Assignment

1. Practice handling objections in all the aforementioned categories.

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