

# Words That Work

Suggested Real World Conversations  
and Dialogues for Today's  
Real Estate Professional

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# Introduction

The sample dialogues in “Words That Work” are designed to offer you some suggestions for what you might say in some of the most common situations you may encounter as a real estate agent. These words are only a guide, however. The most effective dialogue will be the one that is authentically your own. As an independent real estate sales associate, you are encouraged to review these sample dialogues if you believe they may be helpful and to think about how you would respond in these situations.

## The Importance of Dialogue Practice

The delivery of your dialogues as a “habit induced skill” can make you more effective in your daily prospecting and selling activities. By practicing and internalizing your prospecting and presentation dialogues, you can spend less time thinking about what to say to prospective buyers and sellers and more time communicating with them.

Mastering the delivery of your dialogues, can help you say what you want to say, when you want to say it, with conviction, which can help reduce your fear and raise your confidence level.

### REHEARSE, MEMORIZE AND INTERNALIZE

It is recommended that you practice your dialogues for at least 30 minutes each day to help you internalize your message so that you can stay focused on a customer and their reactions and not on the words you are saying.

The following suggested exercise can help you master the delivery of your dialogue in any situation that may arise. If you have not yet created your own dialogues, consider practicing with one of the sample dialogues below:

1. Write down what you want to say.
2. Read the words 4 times to yourself slowly.
3. Read them to yourself 10 times as fast as you can.
4. Read them out loud 4 times slowly using body language and tonality.
5. Read them out loud 6 times as fast as you can.
6. Read them once, as you would like to deliver them.
7. Repeat steps 2 through 6 twice daily.

#### Consider the following:

We retain:

1. 10% of what we read
2. 20% of what we hear
3. 30% of what we see
4. 50% of what we hear and see
5. 70% of what we say
6. 90% of what we say and do...

Therefore, practicing dialogues out loud and often is the key!

### TIPS ON PRACTICING DIALOGUES

If all you do is, learn the words to your dialogue, you will only be 7% effective. When you try to add “tonality” behind the words, you become 38% more effective in your communication. When you learn to add “body language” behind the words, you become 55% more effective in your communication.

When on the phone, the use of body language, pauses and tonality can energize your conversations, promote your personality and help control the direction of the conversation. It is suggested that you:

- Stand.
- Smile!
- Be enthusiastic!
- Arms ready.
- Maintain good body posture and voice tonality.
- Follow your dialogue.

# OPTIONAL AFFIRMATIONS

Reciting daily affirmations can help you create and maintain a positive, success-driven, mind-set. Reading, writing, or listening to affirmations in the early morning and/or evening prior to retiring can help you control your self-talk (the internal dialogue we carry on with ourselves about ourselves and others) and create thoughts that produce a positive, productive attitude.

## Lead Generation

- I am a great salesperson
- I am a great listener
- I am a lean, mean listing machine

## Health and Fitness

- My mind acts on healthy information
- I develop a stronger health consciousness, every day in every way
- I am healthy, I eat properly and I exercise regularly
- I notice changes in my life and I like them, I feel great

## Stress

- I am the master of ease
- I am in control
- I have an alert mind and calm body
- I am a high achiever

## Goals

- I set short and long range goals
- I plan my work, I work my plan
- My goals are achievable and specific
- I visualize my goals

## Self-Image

- I attract good things
- My mind has unlimited potential

## THE ANATOMY OF A POWERFUL PROSPECTING DIALOGUE

1. Identify yourself.

*"Hello, this is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate \_\_\_\_."*

2. State the reason for your contact.

*"The reason for (my call) (stopping by) is..."*

3. Ask for a lead or referral.

*"Who do you know that might have a need to buy or sell at this time?"*

4. Thank them for their time (and help).

*"I appreciate your time (and help)."*

5. Ask if they have a real estate need.

*"By the way, how about yourself, do you have any future plans?"*

6. Thank them again.

*"OK, thank you once again, and have a great day!"*

**IMPORTANT:** Follow NRT's **Do Not Contact Policy** when calling prospects.

# Sample Prospecting Dialogues

## 1. Call Around a Listing #1 (Yours or Company's)

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- The reason for my call is to let you know that I (Coldwell Banker) just listed your neighbor's home (a new property) for sale located at \_\_\_\_\_. It's a \_\_\_\_\_ bedroom, \_\_\_\_\_ bath home and is for sale at \$\_\_\_\_\_.
- I was checking to see if you know of anyone that might like to live in your neighborhood?
  - (Yes) Great! Would you mind if I gave them a call to tell them about this property? Would you happen to know how I can contact them? (*Get information*) Thank you.
  - (No) OK, thank you. I appreciate your time.
- In the course of marketing this home, we will be attracting additional buyers who will be interested in living in your area. Who can you think of that might be interested in selling their home within the next \_\_\_\_\_ months?
- How about yourself? Do you have any future plans to sell or buy? (*Qualifying Questions*)
- Thank you. Again, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate. Have a great day!

### Qualifying Questions (Seller)

- How long have you lived at your current address?
- Where did you move from?
- If you were to move, where would you go next? And when might that be? Would you like for me to find an excellent agent in that area for you?
- So how much time do you have to get your home sold?
- What would happen if your home doesn't sell in the next \_\_\_\_\_ days?
- Let's set an appointment to review a plan for getting your home sold as soon as possible, how does that sound? I'm available later today at \_\_\_\_\_ or \_\_\_\_\_ tomorrow. Which works best for you?

## 2. Call Around a Listing #2 (Yours or Company's)

- Hello, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- I wanted you to know that I (Coldwell Banker) just listed your neighbor's home for sale and I'm on a mission to find them a great buyer!
- The house is located at \_\_\_\_\_. It has \_\_\_\_\_ bedrooms and \_\_\_\_\_ baths and is currently listed for sale at \$\_\_\_\_\_.
- Who can you think of that might be interested in living in your area?
  - (Someone) Great! Would you mind if I gave them a call to tell them about this property? Would you happen to know how I can contact them? (*Get information*) Thank you.
  - (No one) That's no problem at all! I really appreciate it.
- While I have you on the phone, do you know of anyone else who might be thinking of selling or buying in the next few months?
- Thank you. How about yourself? When do you plan on moving? (*Qualifying Questions*)

- Once again, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate. Thank you very much for your time and have a great day!

### 3. Call Around Another Company's Listing

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- The reason for my call is to let you know that your neighbor's home located at \_\_\_\_\_ just came on the market for sale and I was checking to see if you know of someone who might like to move into the neighborhood?
  - (How much are they asking?) They're asking \$\_\_\_\_\_. Would you like to know the value of your home in today's market?
  - (I know someone.) Great! Would you mind if I gave them a call to tell them about this property? Would you happen to know how I can contact them? (*Get information*) Thank you.
  - (Can't think of anyone.) OK. That's no problem at all! I really appreciate it.
- By the way, do you know of anyone else that might be thinking of selling at this time?
- How about yourself, do you have any future plans to sell or buy? (*Qualifying Questions*)
- Thank you for your time. Once again, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate. Have a great day!

### 4. Call Around a Sale #1 (Yours or Company's)

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- The reason for my call is to let you know that I (Coldwell Banker) just sold your neighbor's home located at \_\_\_\_\_. It's a \_\_\_ bedroom, \_\_\_ bath home and it sold for \$\_\_\_\_\_.
- I was checking to see if you know of anyone else in the neighborhood who might be thinking of selling at this time.
  - (Yes) Great! Would you mind if I gave them a call? Would you happen to know how I can contact them? (*Get information*) Thank you.
  - (No) That's no problem at all! I really appreciate it.
- By the way, how about yourself, have you thought about selling? (*Qualifying Questions*)
- OK. Again my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate. If I can be of assistance to you with any future real estate needs please don't hesitate to give me a call.
- Thank you for your time and have a great day!

### 5. Call Around a Sale #2 (Yours or Company's)

- Hello, this is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- The reason for my call is to let you know that I (Coldwell Banker) just sold your neighbor's home located at \_\_\_\_\_ for \$\_\_\_\_\_ and need to replace that home in my listing inventory.
- Do you know of anyone else in your area who would like to sell within the next few months?
  - (Yes) Great! Would you mind if I gave them a call? Would you happen to know how I can contact them? (*Get information*) Thank you.
  - (No) That's no problem at all! I really appreciate it.
- How about yourself? Do you have any future plans to sell? (*Qualifying Questions*)

- Thank you very much for your time. If you happen to think of someone who may be interested, or if your plans should change, please give me a call.
- Again, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate. Have a great day!

## 6. Call Around Another Company's Sale

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate. How are you today?
- The reason for my call, is to let you know that your neighbor's home located at \_\_\_\_\_ was recently sold for \$\_\_\_\_\_.
- Do you know of anyone else who would like to sell in your area within the next few months?
  - (Yes) Great! Would you mind if I gave them a call? Would you happen to know how I can contact them? (Get information) Thank you.
  - (No) That's no problem at all! I really appreciate it.
- How about yourself? When do you plan on moving? (*Qualifying Questions*)
- Thank you very much for your time. Once again, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate and if I can ever be of help to you or anyone you know, please don't hesitate to contact me. Have a great day!

## 7. Prospecting Voicemail Message

- Hi, this is \_\_\_\_\_ calling, affiliated with Coldwell Banker Real Estate here in (City).
- Option #1: I have a real estate matter I'd like to discuss with you.
- Option #2: I have some real estate information that I'd like to pass on to you.
- If it's convenient, please call me at \_\_\_\_\_.
- Thank you and have a great day.
- (When they call back) Thank you for returning my call. I really appreciate it.
- May I ask which street or community you live in for me to access the information I called you about?

*You can use whichever call dialogue you originally intended to use.*

Leaving a voice message can be very effective. You may get very few callbacks but those that do call back are usually a good lead.

## 8. I Have a Buyer – Looking For the Right House

- Good morning. My name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- The reason for my call is that I'm working with a pre-approved buyer who would like to live in your neighborhood. We have previewed all of the properties currently available in their price range and so far none of them meet their needs.
- I was checking to see if you know of anyone else in the neighborhood who might be thinking of selling at this time.
  - (Yes) Great! Would you mind if I gave them a call? Would you happen to know how I can contact them? (Get information) Thank you.
  - (No) That's no problem at all! I really appreciate it.
- How about yourself? Do you have any future plans to sell?
- Thank you for your time. I really appreciate it and have a great day!

## 9. Open House Invitation

- Hello, this is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- The reason for my call is to let you know that I'll be holding an open house at your neighbor's home located at \_\_\_\_\_ this \_\_\_\_\_ from \_\_\_\_\_ until \_\_\_\_\_.
- I'd like to invite you to come by and see the home and wondered who you might know that would like to live in your neighborhood that I should also invite.
  - (Someone) Great! Would you mind if I gave them a call? Would you happen to know how I can contact them? (Get information) Would you mind if I use your name?
  - (No one) That's no problem at all! I really appreciate it.
- Thank you for your time and I hope that you'll stop by.
- By the way, I am confident we are going to attract a number of qualified buyers who are going to be interested in living in your neighborhood. Who can you think of that might also be interested in selling in the next few months?
- How about yourself? Do you have any future plans to sell?
- OK, thank you again. I hope to see you on \_\_\_\_\_ and have a great day!

## 10. Sphere Of Influence/Your New Affiliation with Coldwell Banker Announcement

- Hi (Name), this is \_\_\_\_\_ calling. How are you doing? (Chit-chat)
- (Name), I called because I wanted to bring you up to date on my recent career change. Do you have a minute for me? Thanks.
- I recently affiliated with Coldwell Banker Real Estate and I've hit the ground running.
- (Optional) In fact, I'm currently working with several qualified buyers (I have a new listing at \_\_\_\_\_) (I recently closed my first sale).
- (Name), I've set an ambitious goal for myself to help 12 families either buy or sell a home over the next year. And as you know, referrals are the lifeline of my business. I hope that over time you will feel comfortable telling anyone looking to buy or sell about me. So I was wondering if you would mind if I sent you a few of my business cards? Great!
- (Optional) Moving forward, would you mind if I called every couple of months just to check in with you, no pressure, I promise? Terrific!
- Thank you. Look for my cards in the mail, and if I can ever be of help to you, your family or friends, please don't hesitate to contact me.
- Thank you again, and I'll talk with you soon!

## 11. Sphere of Influence/Periodic Check-In

- Hi \_\_\_\_\_, this is \_\_\_\_\_ affiliated with Coldwell Banker calling. How are you doing?
- This is my periodic check-in call simply to ask if you might know of anyone interested in buying or selling that could use my real estate services?
  - (Yes) Great! Would you mind if I gave them a call? Would you happen to know how I can contact them? (Get information) Thank you.
  - (No) That's no problem at all!
- Thank you very much for your time. If you happen to think of anyone, or if you have future plans to buy or sell, please give me a call. I really appreciate it.

- Have a great evening!

*Note: You could also mention a recent business success to add ongoing credibility to your contacts such as: “\_\_\_\_\_, I just sold and closed one of my listings in (city) and in an effort to replace that home in my listing inventory, I wondered if you might know of anyone interested in selling at this time?”*

## **12. Sphere of Influence/Referrals**

- Hi (Name), this is \_\_\_\_\_ affiliated with Coldwell Banker. How are you? Do you have a quick minute for me? Thank you!
- (Name), I called because I wanted to ask a favor. As I am sure you are aware, referrals from satisfied customers are the lifeline of my business, and I wondered if you would you feel comfortable referring me to anyone that might need real estate help? Great!
- Is there anyone you can think of right now, maybe at work or in your family, who might want to buy or sell a home?
  - (Yes) Great! Would you mind if I gave them a call? Would you happen to know how I can contact them? (Get information) Thank you.
  - (No) That’s no problem at all!
- I really appreciate you taking the time to think about it. Moving forward, I know this obviously won’t be the main thing on your mind, so would you mind if I called every couple of months just to check in with you, no pressure, I promise? Terrific!
- Thank you so much. I truly appreciate it.
- (Name), if I can ever be of help to you, your family or friends, please don’t hesitate to contact me, OK? Thanks again and have a great evening.

## **13. Sphere Of Influence/Past Client Market Update**

- Hi (Name), this is \_\_\_\_\_ affiliated with Coldwell Banker. How are you?
- I know it’s been a while, and I hope you (and your family) are doing well.
- (Name), it seems like everyone I meet these days is asking me how the real estate market is doing. So, I am now sending out a monthly market report by email to select people to keep them informed about local real estate activity and trends.
- Is that something you might be interested in? What is the best email address to send it to? I will make sure you get the newest report right away.
- Thank you, I really appreciate your time, and if you have any questions about your new market report, or have a future real estate need, please feel free to contact me at any time.
- Have a great evening!

*Note: You can email them a monthly MarketQuest or Trendgraphix report using the Homebase inTouch “Current Market Report” Follow Up Plan.*

## **14. Sphere of Influence/Investment Opportunity**

- Hi (Name), this is \_\_\_\_\_ affiliated with Coldwell Banker. How are you?
- Do you have a quick minute for me? Thanks.
- (Name), a number of my customers have been asking me if this is a good time to invest in real estate. The truth is, with real estate prices at very reasonable levels and mortgages at record low rates, this can be an excellent time for people with some extra cash to buy real estate as a long term investment.



- That made me think of you. Is this something you might have an interest in?
- Why don't we get together? I will give you an idea of what's available, answer any questions you may have, and if you like, I will have my mortgage advisor give you a confidential call to let you know what programs might be suitable. How does that sound?
- If for any reason the timing isn't right for you at the moment, no problem, we'll keep in touch.
- I can see you later today at \_\_\_\_\_ or tomorrow at \_\_\_\_\_. Which is better for you?
- Thank you. I'm looking forward to our meeting.

## 15. Recent Activity/Email Activity Report

- Hello, this is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- There has been quite a bit of recent real estate activity in your neighborhood (area) and I thought you would like to know that a house located at \_\_\_\_\_ was just (listed for sale at \$\_\_\_\_\_) (sold for \$\_\_\_\_\_) ( reduced in price to \$\_\_\_\_\_).
  - (Do you think I could get that much for my home?) Well I don't know, I haven't seen your home. Would you like to know the value of your home in today's market?
- If you would like to be kept informed about new activity or market changes in your neighborhood (area) on a regular basis, I would be happy to provide you with a monthly market report by email. Is that something you might be interested in? What is the best email address to send it to? I will make sure you get the newest report right away.
- If I can be of help to you, or anyone you know, with any real estate needs or questions, please feel free to contact me, OK?
- It was great talking with you. Thank you and have a great day!

*NOTE: You can also use this dialogue for making a Sphere of Influence periodic check-in call.*

## 16. Current Client/Asking For a Referral

- Hello (Name). This is \_\_\_\_\_ calling.
- (Name), I want to thank you for allowing me to help you sell (buy) your home. Were you pleased with my services? Great!
- Because your transaction is coming to an end, I now have a vacancy in my schedule.
- I wondered if you would know of anyone else who might be thinking of selling or buying within the next 30-60 days who could also benefit from my services?
- Thank you so much. I truly appreciate your help.

## 17. Conversational Lead Generation

### A Simple Request

- Will you do me a favor? I'd like you to keep my card and when you meet someone that has a real estate need, anywhere, please ask them to give me a call, OK? Thank you very much.

### A Conversation Starter

What is it that you do for a living?

- I sell real estate for a living. I help people buy and sell homes. If you or a family member had a real estate need today, do you have a professional to call?

- By the way, if you're interested in staying current with local real estate activity and trends, I provide a Monthly Market Report to many people by email. Is that something you might be interested in? What is the best email address to send it to? I will make sure you get the newest report right away.

### **How is the market doing? #1**

- The market is so good that I need more listings! Have you considered selling either now or in the near future?
- Do you know of anyone else interested in selling at this time?

### **How is the market doing? #2**

- Homes are selling so fast right now that we need listings for buyers! Have you considered selling either now or in the near future?
- Do you know of anyone else interested in selling at this time?

## **18. Asking for Referrals/Local Business Owners**

- Hello, I am looking for the owner or manager.
- Hi, my name is \_\_\_\_\_ and I'm a local real estate agent affiliated with Coldwell Banker Real Estate.
- I'm in the process of updating my list of businesses that I recommend to my clients moving into the area. Would you mind if I added your business to my directory and picked up a few of your cards? Great!
- May I ask a favor? Could I please leave some of my business cards with you as well? If you know of anyone who needs real estate services, I would appreciate it if you would give them my card. That's a fair trade, isn't it?
- Thank you and I hope I see you again soon. Have a great day!

## **19. Expired Listing #1**

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate. I see that the listing on your house has expired. Do you still want to get it sold?  
(As needed, you can ask Expired Listing Questions or Handle Expired Listing Objections)
- I specialize in houses other people don't sell. Can I come over and take a look at your house?
- I'm available today at \_\_\_\_\_ or tomorrow at \_\_\_\_\_. Which works best for you?

## **20. Expired Listing #2**

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate and I'm just checking on the status of your house. Is it off the market because you don't want to sell any longer or because you don't think it can be sold?  
(As needed, you can ask Expired Listing Questions or Handle Expired Listing Objections)
- Let me ask you this. If I could sell your home in the next 30 days and get you to your new home, would that be a good thing or a bad thing?
- So why don't we do this. Let's set up a time convenient for you when I can take a walk through your home. I will work up some new numbers for you because the market has changed since you listed \_\_\_\_\_ months ago. After that, I will also share with you why I think your home didn't sell and tell you honestly what you need to do to get your home sold in today's complex market.

- I'm available today at \_\_\_\_ or tomorrow at \_\_\_\_\_. Which works best for you?

### **Suggested Expired Listing Questions**

- Why do you think your home didn't sell?
- What part of the previous marketing effort do you feel had value?
- Did your agent discuss current market data with you on a regular basis?
- What would happen if your home doesn't sell in the next \_\_\_\_ days?
- What most influenced your decision to hire your previous agent?
- Tell me what your agent did that you liked the best, and the least?
- So you don't make the same mistake twice, what will you demand from the next agent and company you hire to sell your home?
- When your home sells, will you be staying locally or moving out of the area? OK, and how soon do you want to be there?

### **Recommendations for Handling Expired Listing Objections**

- **"We're taking our house off the market."** Are you planning to take it off the market permanently or temporarily?
- **"We're not interested in selling at this time."** Mr. Homeowner, let me ask you a question. If I brought you a full price offer for your home today...would you take it? **(Well, yes)** Then you are still interested in selling your house correct?
- **Our agent said nothing is selling:** That's very interesting. Did you know that \_\_\_\_ homes were sold in your area during the \_\_\_\_ months your home was not selling? There is obviously a market out there.
- **How can you help us?** I (Coldwell Banker) have (has) sold \_\_\_\_ properties in your area in the last \_\_\_\_ months for some very satisfied sellers. If I stopped by for 20-30 minutes and showed you the marketing strategies I (Coldwell Banker) use(s) to get homes sold, often within \_\_\_\_ days, would that be of interest to you?
- **We will be re-listing with the same agent:** Before you re-list with the same agent, wouldn't it make sense to compare the strategies I use to get homes sold with those of the other agent? At the end of 30 minutes, if what I say doesn't make good business sense, I'll simply walk away and wish you the very best, OK?
- **If we relist, we want the same price:** Haven't you already fully tested the market at your current list price?
- **Why didn't you show my home when it was on the market:** The answer is easy. I don't normally work with buyers. This allows me to concentrate on getting my listings sold.
  - However, if I do work with a buyer, I first show them my listings, then the company's listings. If they haven't bought by then, I refer them to another agent and take a referral fee. This allows me to continue putting my full effort into getting my listings sold.
  - If you were listed with me, you would want me to put my full effort into getting your home sold, wouldn't you? Sure you would.
- **What makes you different from the other Realtor we worked with?** I will not sugar coat the facts. I will tell you the truth about what it will take to get your home sold in today's market, then I will show you what I do differently to make that happen.

- **Our previous agent only charged \_\_\_\_%. What do you charge?** The previous agent listed your home for \_\_\_\_%? Honestly, how did that work out for you?
- **Our last agent didn't do what they said they would:** Regardless of what you have experienced, some of us are very good at what we do. I would like the opportunity to restore your faith in real estate agents. I am available later today at \_\_\_\_ or tomorrow at \_\_\_\_\_. Which works best for you?
- **Send me some information:** Let's set up an appointment now. In the meantime, I will send you some information about me, the company and the market. You can cancel the appointment if you aren't interested, Ok?
- **We're only interviewing agents who showed our home:** Do you want to list with agents who only show homes or with agents like me that actually sell homes?
- **Call me back in three weeks:** I can call you back in three weeks, but wouldn't it be better if I could actually sell your home in three weeks instead?
- **We're going to wait until after the holiday:** In today's market, homes are still going down in value. Your home is most likely worth more today than at some future date. As a matter of fact, your home was worth more when you listed six months ago, than it is right now! This is an ideal time to market your property.

## 21. For Sale By Owner #1

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- I noticed that you are selling your home and I was wondering...if your home doesn't sell by a certain time will you be interviewing real estate agents?
  - (Maybe) And when will that time be? May I stop by to drop off my card? I'd like to be the first in line to interview for the job of getting your home sold when that opportunity arises.
  - (No) OK. I understand that you are not interested in working with a Realtor at this time. But if your circumstances should change, and you never know, I would like to interview for the job of getting your home sold. Would you at least allow me to stop by to drop off my card? No sales pitch or pressure, I promise!
- I can stop by later today. What time would work best for you?

## 22. For Sale By Owner #2

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- I noticed that you are selling your home and I was wondering why you decided to sell yourself instead of hiring a real estate professional? [We can sell it ourselves and save the commission.]
- I see. May I ask at what price you're trying to sell? I see, and how did you come up with that number?
- I like to keep up to date with all of the homes for sale in your area including privately marketed properties like yours. Would you mind if I stopped by to preview your home? [We're really not interested.]
- I'll tell you what, in exchange for allowing me to look at your home, I will be happy to provide you with a current market update of all the homes in your price range that you are currently competing with and ones that have recently sold. How does that sound? [OK]
- So why don't we do this. Let's set up a time when I can show you the data and how I may be able to help you. Just give me 30 minutes. If what I say doesn't make good business sense, I will simply thank you for your time and leave, OK?

- I can see you later today at \_\_\_\_\_ or tomorrow at \_\_\_\_\_. Which is better for you?

### **23. For Sale By Owner #3**

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- I noticed that you are selling your home. I like to keep up to date with all of the homes for sale in your area including privately marketed properties like yours. Would you please allow me to preview your home? [We're really not interested.]
- Are you cooperating with real estate brokers if they have a buyer that may be interested in your property? [Do you have a buyer?] I don't know, I haven't seen your home but I could stop by later today at \_\_\_\_\_ or tomorrow at \_\_\_\_\_. Which is better for you?

#### **FSBO Qualifying Questions**

- Once you sell your home, where will you be moving? Do you need to be there within a certain time frame?
- How long have you been trying to sell your home?
- What would happen if your home did not sell?
- I'm curious, how did you determine your current list price?
- Are you aware of the fact that there are currently over \_\_\_\_\_ homes for sale in the area within your price range?
- Are you aware that the last \_\_\_\_ sales in your area were for \$\_\_\_\_\_ and took an average of \_\_\_\_\_ days to sell, with a Realtor?
- Have you had any written offers yet?
- What price would you accept for your home, realistically?
- You need a strong marketing plan in this market. What methods are you using to promote your home? Are you aware of the unique marketing strategy I use to help sellers get top dollar for their home?
- Would you be willing to meet with me for 20-30 minutes so I can show you up-to-date market statistics, and share with you the powerful marketing plan that has been proven to net sellers the highest possible price?
- By the way, if you knew that by hiring me to sell your home, you could potentially put more money in your pocket than by selling your home privately, and I would do all the work, would you at least consider hearing what I have to say?

### **24. For Sale By Owner/As a Buyer or Outgoing Referral**

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- I'm not calling to solicit your listing. I was just wondering if I can assist you with the purchase of your new home? Have you begun your home search yet?
  - (No, not yet.) I would love to assist you with the purchase of your new home.
  - (We're moving out of the area.) Where will you be moving? Have you started your home search in (City) yet?
    - (Yes or No) Through an extensive referral network I have brokers in (City) who can assist you with finding a home and there is no cost or obligation for this service! May I have a Realtor in (City) contact you with housing information for that area?

- When would be a good time to get together to start the process? Would today at \_\_\_\_ or tomorrow at \_\_\_\_ be better?

## 25. For Rent By Owner/FRBO

- Hello, I'm calling about the Home for Rent. Are you the owner?
- Hi, my name is \_\_\_\_\_affiliated with Coldwell Banker Real Estate. I am sure you are getting a lot of calls, so I promise to keep this short, Ok?
- I was calling to see if you would consider selling your property instead of just renting it?
- Some sellers become landlords not because they want to rent but because they don't think they can get a good sales price. Is that the situation you are in?
- I have a suggestion. Why don't you let me work up some numbers for you to see what the highest possible price for your property could be? If you like what you see, then let's put your property on the market for rent and for sale and see what comes first. If you don't like the numbers, or don't feel I can be of any help to you, I will simply thank you and wish you the best, OK?
- I can see you later today at \_\_\_\_ or tomorrow at \_\_\_\_\_. Which is better for you?

## 26. Lost Souls

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate.
- Although I was not a part of your real estate transaction, I wanted to congratulate you on the recent purchase of your home and introduce myself to you.
- I have been helping people buy and sell real estate in this area for the past \_\_\_\_ years, and I was curious, did you move locally or are you from out of the area? And from where did you move? Great!
- Even though you just recently purchased, I am sure that you will want to keep informed about real estate activity and values in your neighborhood. Just to let you know, I provide information about local real estate activity and trends, by email, to many people in the area on a regular basis. Is that something you might be interested in?
- Great! What is the best email address to send it to? I'll make sure that you get the newest report right away. If you have any questions about the report, please feel free to contact me.
- Thank you. I wish you and your family many happy years here. Have a great evening!

Note: You can email a monthly Trendgraphix report or add them to HomeBase inTouch using the "Current Market Report" Follow Up Plan.

## 27. Absentee Owners

- Hi, my name is \_\_\_\_\_affiliated with Coldwell Banker Real Estate. How are you?
- I understand you own an investment property located at \_\_\_\_\_. Is that correct?
- The purpose of my call is to let you know that I specialize in helping out-of-area investors with the sale or rental of their properties. Do you have a real estate professional that provides you with local market updates and trends that may affect your investment?
- I send out market information on a regular basis to several customers by email and would be happy to send this information to you as well. Is that something you might be interested in?
- What is the best email address to send these reports to? Thank you.
- May I ask, do you plan on selling or renting your property in the near future?

- Would you like me to keep you informed about other investment opportunities that come on the market?
- Thank you again. I will keep in touch from time to time. Please don't hesitate to contact me if you ever have a question or need that I can help you with, OK?
- Have a nice evening!

## **28. General Prospecting/Listing Phone Calls or Door Knocking**

- Hi, my name is \_\_\_\_\_ affiliated with Coldwell Banker Real Estate. How are you today?  
Great!
- We currently have more buyers looking for properties in your area than sellers.
- So I was just checking to see if you know of someone in the neighborhood that might be interested in selling their home in the next few months.
  - (Yes) Great! Would you mind if I gave them a call? Would you happen to know how I can contact them? I'll do that right away. (Get information)
  - (No) That's no problem at all!
- Thank you for your time, I truly appreciate it. How about yourself, when do you plan on moving?
- Again, my name is \_\_\_\_\_ affiliated with Coldwell Banker. Thank you and have a great day!

## **29. Buyer Lead Follow-Up**

- Hi, I'm looking for (Name).
- Hi (Name) this is \_\_\_\_\_ affiliated with \_\_\_\_\_ how are you doing today?
- I'm calling to ask how soon you want to begin looking to buy your new home?
- Great! Let's set an appointment to meet at my office to begin the process.
- When would be the best time for us to get together?
- I look forward to meeting with you on \_\_\_\_\_.

# Sample Qualifying the Buyer Dialogues

## 30. Handling Your Own Listing Call

- The property that you are interested in is located at \_\_\_\_\_. It has \_\_\_\_ bedrooms and \_\_\_\_\_ baths and is listed for sale at \$\_\_\_\_\_. It's one of my (Coldwell Banker's) newer properties and is getting a lot of activity. (You can ask Qualifying Questions)

## 31. Handling the Floor Call

- This is \_\_\_\_\_, how may I help you? (I'm calling about a home you have for sale...) Great, I can help you with that information. Can you tell me where you saw the property? Can you give me the address or the reference # of the property? Thank you.
- May I put you on hold while I check to see if that property is still available? (Yes) Oh, by the way, can I get your name and number just in case we get disconnected? Thank you, one moment please.
- I have that information, what can I tell you about that property? (OR) I'm sorry, that property is currently under contract but I am sure that I can help you find a similar property. (You can ask Qualifying Questions)

## 32. Qualifying The Buyer

- How soon do you need to find a home?
- How long have you been looking?
- Why did you decide to buy now?
- Where do you currently live? Will you need to sell that home in order to buy a new one? Is it currently listed for sale? With a real estate agent? May I ask which one?
- Describe the home you'd like to buy.
- What price range do you have in mind?
  - How did you decide on that amount?
- Have you seen anything you liked? Tell me about it.
  - What kept you from buying it?
- Have you made any written offers on any homes? (If yes) Tell me what happened?
- Most Sellers today require buyers to have a written mortgage commitment before accepting an offer. Have you been pre-approved for a mortgage?
  - (Yes) Terrific, who are you working with? What did they tell you? Do you have a pre-approval letter?
  - (No) I work with \_\_\_\_\_. They can provide you with a no cost – no obligation mortgage pre-approval in 20-30 minutes over the phone. Would you like the number to call or shall I have a mortgage counselor give you a call?
- Are you working with other Realtors to find a home?
- If you found the right home today, is there anything that would keep you from buying it?
  - What would that be?
- I'd like to help you find the home you're looking for. When would be the best time for us to get together (at my office) to start the process... \_\_\_\_\_ at \_\_\_\_\_, or \_\_\_\_\_ at \_\_\_\_\_?



# Sample Listing Appointment and Presentation Dialogues

For clarification purposes, Coldwell Banker NRT uses the phrase “marketing presentation” as a substitute for “listing presentation” to promote the value of marketing within the listing process.

## 33. Getting and Setting the Listing Appointment

- Hi Mr. (or Mrs.) Seller, this is \_\_\_\_\_ calling, affiliated with Coldwell Banker Real Estate. How are you this evening? Great.
- I was given your name by \_\_\_\_\_ who mentioned that you are selling your home. Have you hired a real estate agent yet? [Not yet.] Great!
- I would welcome the opportunity to show you what Coldwell Banker and I do to get homes sold and closed quickly in today’s market. May I meet with you? [OK] Terrific!
- I use a two-step process. The first meeting will be a fact-finding visit that should last no longer than 45 minutes. At this visit, I would like to walk through your home, take notes and ask some questions. We will not be discussing price or terms, nor will any decisions need to be made at this meeting. I will then use this information to prepare a comprehensive marketing plan and pricing strategy specific to your home.
- Our second appointment is usually a day or two later and should last about an hour. At this meeting, we’ll discuss a specific marketing plan and look at the numbers for competitively pricing your home to sell quickly in today’s market. (Optional but recommended) Since I will have already seen your home, I would prefer that we conduct this meet at a Coldwell Banker office. Will that be OK? Great!

*Note: Meeting at an office removes them from the emotional attachment of their home and provides you with technical support (computers, copiers, etc.).*

- When is a convenient time for me to stop by and see your home? How about \_\_\_ at \_\_\_? Great!
- And when would be a convenient day and time for our second meeting at a Coldwell Banker office, when all the decision makers can be present? That will work out great for me as well.
- I am looking forward to meeting with you to discuss the sale of your home. Before we meet on \_\_\_\_\_ I do have a few questions I’d like to ask, ok?

### (YOU CAN ASK “QUALIFYING THE SELLER” QUESTIONS)

- Thank you for your time. I am looking forward to seeing your home \_\_\_\_\_ at \_\_\_\_\_. Have a nice evening!

## 34. Qualifying the Seller

- May I ask why you are selling?
- And where will you be moving?
- How soon do you need to be there?
  - What will you do if your house doesn't sell by then?
- How long have you lived in this home?
- Will you please describe your home to me?
  - What major improvements have you made?
- How would you rate your home on a scale of 1-10? What would make it a ten?
- How much do you think your home is worth ...realistically?

- How did you arrive at that amount?
- What do you expect from the real estate agent and company you hire to represent you in the sale of your house?
- Are you interviewing other agents? May I ask who?
- What's the best method for me to stay in touch with you?

**(Optional Questions)**

- Have you begun the search for your new home yet? Do you need the proceeds from the sale of this house to purchase your next one?
- Have you ever sold a home before? (Shorten presentation by experience level.)
- Was it a good or bad experience? (Reveals any concerns.)
- What made you buy this home? (Emotional attachment and advertising elements.)
- Is there a mortgage on your property? (Upside down?)
- What is most important to you...pricing, timing, or convenience?
- What are your major concerns in making a move?

### **35. Conducting the Fact-Finding Visit**

- Hello Mr./Mrs. Seller, I am \_\_\_\_\_. Thank you for taking the time to let me see your home this evening. It's very nice meeting you in person.
- The purpose of my visit is to gather information to use for developing the marketing and pricing strategies that I will present to you at our next meeting.
- Before I preview your home, would you tell me what first attracted you to this home? What do you see as the home's greatest assets? Are there any features or issues with the home that many present challenges for us in the marketing and eventual sale of your home?
- As we go through the home, please point out what you believe to be the most salable features of the property and which fixtures will not be included. That way I can see the house through your eyes and those of a buyer. This will help me represent your home's strongest features when showing it to potential buyers and describing it online.
- I'd love to see your home...would that be OK? Terrific!
- Thank you for showing me your (lovely) home. (If a nice home, compliment the Seller.) Once I leave here, I will be going back to prepare for our next meeting at the Coldwell Banker office on \_\_\_\_\_ at \_\_\_\_\_.
- I would also like to leave this packet of information with you. Please review it prior to our next meeting. It contains information about the market, Coldwell Banker, me and the forms necessary to list a home for sale. By taking the time to review this information, we can dedicate most of our time at the next meeting on the marketing and pricing of your home, which I know is most important to you.
- Do you have any questions before our next meeting? Great, then I look forward to our meeting on \_\_\_\_\_ at \_\_\_\_\_. Have a nice day.

### **36. Beginning the Listing Appointment**

- Mr./Mrs. Seller, I want to thank you for giving me the opportunity to meet with you this evening to discuss the marketing and sale of your home.
- As you prepare to sell your home, I know you have two important decisions to make:

- The company and sales associate that can best represent you in the sale of your home.
- And the marketing plan and pricing strategy needed to achieve your home sale objectives.
- My presentation this evening is specifically designed to demonstrate how Coldwell Banker and I can meet your specific needs and accomplish your home sale goals.

### **37. Making a Powerful Listing/Marketing Presentation**

The Coldwell Banker University course called “Delivering a Winning Listing Presentation” provides you with a comprehensive tutorial and dialogues that can be used for making a powerful listing presentation.

### **38. (Optional) The Five Minute Listing Presentation**

If the seller has previewed the information in the pre-listing packet that you left during the fact-finding visit or had delivered to them, or if the seller has already decided to list with you, instead of a full-blown presentation, try this...

- Did you have a chance to review the Portfolio and information I left with you?
- Do you have any specific questions for me?
- Are you absolutely committed to list your home at this time?
- Do you want me to handle the sale for you?
- I'm going to recommend a list price of \$\_\_\_\_\_. Are you comfortable with that strategy?
- My fee is \_\_\_\_% and the listing term is \_\_\_\_\_ months...OK?
- Let's sign the paperwork and I'll start the process of selling your home right away!

### **39. Presenting Your Value Proposition: What do you do differently?**

- M/M\_\_\_\_\_, I am committed to providing you the most comprehensive and professional services available in the market today.
- I provide market updates to my sellers every week.
  - At each update, I review with you new listings that have come on the market in your area representing your new competition. New homes that have sold in your market area representing reality or what buyers are actually paying. And finally homes that failed to sell in your area representing what seller's wish they could sell for.
  - A typical update lasts about 10 minutes. What day of the week and time works best for you?
  - We will also discuss showing activity, interest rates and employment issues that could play a role in the amount of activity for your home. Does this make sense?
- M/M\_\_\_\_\_, I am an awesome negotiator. Once I list your home, I will treat your home as though it's my own. I will not give away one dollar of your equity...you may choose to...but I won't.
- Once I list your home I will contact my database of all the top agents in my area who sell \_\_\_\_% of all properties.
- M/M\_\_\_\_\_, I will also contact all of the homeowners in this neighborhood to let them know your home is available. Oftentimes they will know people who want to move into this neighborhood.
- I will also make marketing calls into nearby “move up” markets. These are people looking for a larger home or a different area in which to live. I do this every day with all of my properties.
- My company and I will maximize the exposure of your home on a worldwide basis. (Discuss your internet marketing plan.)

## 40. Pricing/Positioning Presentation #1

- Let's take a look at the market analysis I prepared on your home.
  - The first section shows homes that are currently not sold in your price range. Most buyers will compare your home to these.
  - The second section shows homes like yours that recently went under contract. Although we don't know what they sold for yet, their list price or "strike price" represents a number that caused a buyer to make an offer.
  - The third section shows homes that have actually sold and closed. These prices represent what buyers were willing to pay over the past few months.
  - The last section is a list of homes that failed to sell or expired from the market. These prices represent what a seller wished they could have sold for but the buyers did not perceive these homes to be a value.
- Based on this information, the market is suggesting a list price of \$\_\_\_\_\_. How do you feel about this strategy? Where do you see yourself?

## 41. Pricing/Positioning Presentation #2

- First of all, I am sure you are aware of the fact that you and I do not determine what your home will sell for. The market decides that...by what a buyer is willing to pay.
- There are currently \_\_\_\_\_ homes for sale in your area.
- Each month approximately \_\_\_\_\_ homes in your area sell. That means if no other homes come on the market we have a \_\_\_\_\_ month supply of inventory.
- To complicate matters even more, each month \_\_\_\_\_ additional listings come on the market in your area.
- Currently only \_\_\_\_\_% of listings are going under contract. Most homes are priced 10% or more above market value, a third between 5% and 10% above market value and the rest are between market value and 5% above.
- Which homes do you think all buyers want to see first? Of course, they want to see the best priced homes. They all do! If you were a buyer, which homes would you want to focus on? Of course you would.
- Because of this, the market is recommending that we list your home tonight at a price of \$\_\_\_\_\_.
- Let's go ahead with the paperwork and take advantage of the fact that most of your current competition is overpriced!

## 42. Price Repositioning/Reduction (Option #1)

- Hi \_\_\_\_\_, I'm calling in for our weekly update. Let's take a few minutes to discuss your property and market conditions.
  - In the last \_\_\_\_\_ days we've had \_\_\_\_\_ showings and \_\_\_\_\_ offers.
  - There are \_\_\_\_\_ new listings that have come on the market in your area. These represent your new competition. (Describe each property)
  - There are \_\_\_\_\_ properties that have sold in your area. These properties represent reality. What buyers are willing to pay? (Describe each property)

- There are \_\_\_\_\_ properties that failed to sell in your area. These properties represent fantasyland...what seller's wish they could sell their home for but buyers are unwilling to pay. (Describe each property)
- Based on this information, I believe it's time to reduce the price in order to create additional activity and generate some showings.
- So, what percentage reduction are you thinking...3% or perhaps 5%? What would you like to do in order to create value in the eyes of a buyer?

### 43. Price Repositioning/Reduction (Option #2)

- Hi \_\_\_\_\_, I'm calling to give you a real estate market update. Is now a good time?
- As you know your home has been on the market now for \_\_\_\_\_ days and during this time the market has made some obvious and not so obvious adjustments. Have you read about this in the paper? What have you read/heard?
- So here's what we know. There are three primary drivers that cause homes to sell regardless of market conditions...
  - (#1) Accessibility and how the property shows. \_\_\_\_\_, you've done a great job there! (Or describe the challenge)
  - (#2) How the property is marketed to both agents and the public. \_\_\_\_\_, we're doing intensive marketing...the same marketing that has caused most listings to sell this year and last year. So we know that's not a problem.
  - (#3) The price we chose to market your home. Obviously the agents, the market, and buyers have rejected the price of \$\_\_\_\_\_.
- Therefore, I'm going to recommend that we reposition your home to make it more attractive to the market and price it at \$\_\_\_\_\_. Does that make sense?
- Excellent! I'll get right on this. Thanks for your time and commitment today.

#### **NOTE: What if the sellers say "We don't want to give it away..."**

- I'm certainly not recommending we "give it away." But at the same time let's make a price adjustment that will cause your home to sell now versus having to come back in 30 to 60 days with a much larger adjustment if the market continues on this trend. So what are you thinking now, 3% or 5%? What would you like to do?

#### **NOTE: If you want to address increasing the selling commission, continue...**

- I'm also going to recommend that we increase the commission on the buyer side to \_\_\_\_%. May I explain why?
- With \_\_\_ homes on the market directly competing with your property, one of the fastest ways to increase showings is to improve the financial opportunity for the buyer's agent. Let's motivate them to bring their buyer to your home versus the competition...OK?
- So what are you thinking...½%, 1%, 1½%?

### 44. Homebase inTouch

- I would like to tell you about a cutting-edge technology I use that allows me to be in touch...almost instantly...with online buyers requesting additional information about your home. This technology is called Homebase inTouch and here's how it works.
- When a consumer views your home on a Website and uses the "Contact Me" feature to request additional information, Homebase inTouch captures the consumer's information and

message...converts them into a voice message... calls me on my cell phone...reads me the information...and at the same time sends me an email with the same information.

- This allows me to immediately respond to all potential buyers within minutes of their inquiry...provide the information they require...and set up an appointment to show them your home.
- This technology gives us another powerful tool for getting your home sold...don't you agree?

#### **45. HomeBase**

- M/M \_\_\_\_\_, Buyers and Sellers tell Coldwell Banker that having real-time access to their transaction information is a tremendous convenience and I know that you will find this to be true as well.
- This flyer provides you with information about our state-of-the-art online transaction management system called HomeBase.
- When you purchase (sell) a home with Coldwell Banker, the details and forms related to your transaction will be entered into HomeBase. HomeBase is a convenient, secure, website where you can track the progress of your home purchase (sale) and access transaction-related documents during the transaction and long after the closing. If you need to retrieve transaction information or documents at tax time...or for estate or financial planning, your HomeBase account is available to you 24/7.
- Once you have entered into a contract to purchase (list) a (your) home, your personal, private HomeBase account will be set up. Shortly thereafter, you will receive a series of 3 emails with login information for you to begin using your personal, private HomeBase account.
- I will also provide you with easy to understand instructions for using your account.

#### **46. Buyer Home Protection Plan**

- M/M \_\_\_\_\_, I know that you are very excited about your new home! It's a big investment and responsibility...and for that reason...I highly recommend that you protect yourself for at least one year after closing from unexpected repairs or replacement costs to important systems and appliances in your home by including a Home Protection Plan in the purchase of this property.
- As you know, a home's systems and appliances won't last forever, and breakdowns always seem to happen at the worst possible time. And you certainly don't need to be hit by unexpected high repair or replacement costs anytime soon.
- A home protection plan can offer you quick relief from the hassles and expenses of unexpected breakdowns and could save you hundreds of dollars and hours of frustration on covered items. Taking just a moment now to plan ahead for this important coverage is a good idea for your budget...and if the Seller is not offering a home warranty with the sale of their home, we can include it in the offer...asking the seller to pay for it.
- Let's take a look at the benefits and affordable cost of this plan...

#### **47. Seller Home Protection Plan**

- M/M \_\_\_\_\_, I'd like for you to consider adding one more important element to the sale of your property...and that is the inclusion of a home warranty with the sale of your home...at no cost to the buyer.
- When you are selling a house, a home protection plan is one of the least expensive ways to add value to your listing, and may even help your home sell faster. That's because a home protection

plan attracts buyers, promotes confidence in the listing, and distinguishes your home from others on the market.

- The presence of a home protection plan also discourages downward price negotiation, because potential buyers know they won't have to worry about being hit with unexpected repair and replacement expenses on covered items. When buyers don't have to worry about breakdowns, they may feel more confident about proceeding with an offer and closing the deal.
- And for an additional nominal fee, home protection plan coverage can be purchased to protect your home while it's on the market for sale.
- Let's look at the benefits of the Coldwell Banker Home Protection Plan...

## Sample Commission Dialogues

### 48. How much is your commission?

Commissions or fees should be discussed at the end of your presentation after you've shown the value provided to justify your fee. If prematurely asked about your commission, defer answering the question until the end of your presentation.

- Option One: Once I've seen your home and we agree on a comprehensive marketing plan and price at which to market your home, we'll be in a position to agree upon a fee for my services. How does that sound?
- Option Two: My fee is 3%. What we will need to decide before putting your home on the market is the fee to offer other brokers that will encourage them to show your home to their qualified buyers.
- Just out of curiosity, will you be hiring a Realtor to represent you based solely upon their fee?

### 49. How Commissions Work

- Most sellers don't understand how commissions work so split the fee into two parts.
- M/M\_\_\_\_\_, my fee is not \_\_\_%...it is \_\_\_%. What you and I must decide today is what we want to offer the selling agent.
- Can I tell you what many savvy sellers are doing in today's competitive market?
- They are offering 4, 4 ½, and 5% to the selling agent. Can I tell you why?
- With over \_\_\_\_\_ properties available, and things being equal, sellers are encouraging the other agents to be more proactive in selling their property.
- So, what are you thinking now?
- M/M\_\_\_\_\_, have you observed what builders are offering agents to bring more buyers to their property? You haven't?
- They're offering \_\_\_%. That means new home developments are competing with us for the same buyers and offering a higher fee. So, what are you thinking now?
- I'm ready to go to work for your now! Let's get the paperwork started.

### 50. The other agent said they would cut their fee...

- M/M\_\_\_\_\_, do you know why that makes me nervous?
- When an agent can't negotiate their own fee...how strong will they be in defending your equity?

- M/M \_\_\_\_\_, once I list your home I will treat your equity as though it were my own. That is what you want isn't it?
- I'm ready to go to work for you now! Let's get the paperwork started.

## **Handling Objections Sample Dialogues**

### **51. Another agent said they could get more...**

- May I tell you why that bothers me?
- Often times an agent that overprices a property assumes that they can take the listing now and then begin recommending price reductions week after week.
- What makes matters worse, they will eventually recommend the price that I am today and we will have lost valuable marketing time. Is that what you want? Of course you don't!
- I'm ready to go to work for your now! Let's get the paperwork started.

### **52. We made some improvements... (roof, carpet, sod, paint)**

- M/M \_\_\_\_\_ every home has to have (a) \_\_\_\_\_. We consider that bringing the property up to selling standards or expected condition.
- I'm ready to go to work for you now! Let's get the paperwork started.

### **53. We made some improvements... (built-ins, draperies, shutters)**

- M/M \_\_\_\_\_ when you put in the \_\_\_\_\_, did you do it for yourself or the next buyer? Did you enjoy it? Good for you.
- So, what would happen if the next buyer did not like the \_\_\_\_\_? What value would it have then? Correct.
- I'm ready to go to work for you now! Let's get the paperwork started.

### **54. We want to only give you a 30/90 day listing...**

- M/M \_\_\_\_\_, may I ask why you are only interested in a 30/90 day listing?
- As we previously discussed, in your market it is generally taking \_\_\_\_\_ to \_\_\_\_\_ months to get homes sold.
- If you would like to list your home 10-15% below the current market we may get an immediate sale that will close within 30 to 90 days.
- If not, I would suggest we stay within the listing agreement of \_\_\_\_\_ months and price it to attract as much traffic as possible.
- I'm ready to go to work for you now! Let's get the paperwork started.

### **55. We were thinking about ABC Company...**

- How did you happen to come up with that company?
- I can appreciate that. I also know that you realize it's ultimately the price of your home and the agent's activities that create enough interest for a buyer to make an offer on a home.
- M/M \_\_\_\_\_, based upon that...do you feel I can sell your home?
- I'm ready to go to work for you now! Let's get the paperwork started.



### **56. We'll save the commission by selling it ourselves...**

- I agree...you could possibly save the commission by selling it yourself if we were in a seller's market. Did you know that today over \_\_\_\_\_ homes are for sale and last month only \_\_\_\_\_ actually sold?
- Were you also aware that of the very small % that actually sell For Sale By Owner, 50% of those don't close?
- M/M\_\_\_\_\_, with so many details to look after in the sale and closing of a home including: negotiating and completing a binding sales contract with a price and terms favorable to you, mortgage approval, inspections, appraisals, and more...with no real estate professional looking after your interests...can you see how a sale may not get to closing?
- Put me to work for you today! Let's get the paperwork started.

### **57. We want to think it over...**

- Is there something I didn't cover that would help you decide tonight?
- I have an idea...let's sign the contract tonight then you can think about it over the next day.
- If you feel comfortable, we'll immediately begin marketing your property.
- If you decide not to proceed...I'll tear up the contract and you'll have no further obligations whatsoever.
- Let's get the paperwork started.

### **58. I have a friend in the business...**

- M/M \_\_\_\_\_, almost everyone does. By the way have you interviewed with your friend yet?
- I know you invited me here tonight for a reason...right...so when do you need to have your home sold?
- After all you've heard tonight, do you feel I'm the best qualified agent to get your home sold?
- I'm ready to go to work for you now! Let's get the paperwork started.

### **59. You haven't sold any homes in my area...**

- M/M \_\_\_\_\_, that's true but Coldwell Banker has sold homes throughout the community and my affiliation with Coldwell Banker provides me with the resources to get your home sold. I can expose your property to potential buyers not only in the local area but worldwide...and you know how important that kind of exposure is.
- That is what you want, isn't it?
- M/M \_\_\_\_\_, do you feel I can sell your home?
- I'm ready to go to work for you now! Let's get the paperwork started.

### **60. You're too new or inexperienced...**

- M/M \_\_\_\_\_, the fact that I am newly licensed can be a distinct advantage for you.
- In addition to following the most aggressive and progressive marketing systems in the industry, developed by Coldwell Banker, I have the most current technology and education available.
- I also have the time and passion to do the very best job for you.
- Can you now see how working with me is the best business decision for getting your home sold?
- I'm ready to go to work for you now! Let's get the paperwork started.