



Scripts for Success

Things You Need To Say, Do, and Understand to Win More Business

Learning someone's pain, needs, or what is most important to them is critical.

Some Things I Always Try To Say

1. My goal is to make this a great transaction for you and your family
2. For me it is win-win relationship, or it does not work
3. I want you to feel comfortable each step of the way. Please feel free to ask questions at any time
4. I will never do anything that is not in your best interest. I will always let you know if I think you are making a mistake, or if you're better off responding in a certain way. From there the decision is yours
5. My goal is to earn your trust now and forever
6. I always want to know what is most important to you as we go thru the selling and buying process. This will help me to make this a great transaction for you

Critical Things We Need To Remember

TRUSTED ADVISOR- The seller / buyer is deciding in the first 5-7 minutes if they can trust you. All things being equal, people do business with people they like and trust. All things not being equal, people still do business with people they trust.

30 Second Commercial

Clients come to us for a variety of reasons, but most often they come because:

- They are frustrated by the challenging real estate market
- They are concerned they may leave hard earned dollars on the table
- They are overwhelmed by the entire real estate sales process
- They are upset that their previous Realtor did not make them a priority
- They are afraid / terrified they will make a big mistake
- They are worried that not all Realtors understand how to sell a high-end home or a vintage home
- They are concerned about not maximizing the money they receive in a very challenging market
- They are pressured to sell quickly, and they want someone who understands what needs to be done so they do not get trapped
- First- time home buyers come to us because they are overwhelmed by the entire home buying process
- They doubt they will find someone they can trust

Confidentiality

I want you to rest assured that anything said here will remain totally confidential. So, please feel free to be as open and honest with me as you feel you can be

My Role

My Three Vital Listing Agent Responsibilities

1. Marketing and Exposure
2. Lead Generation- Finding the buyer
3. Lead Conversion- Closing the buyer

Just Listed Dialogue

25+ DOOR KNOCKS AROUND NEW LISTING

Hi, my name is _____ with RE/MAX _____, and I have just listed the Smith home at 123 Easy Street. **As an extra service** to the Smiths, I am visiting their closest neighbors to see if there is anyone you may know who is interested in buying a home in this neighborhood.

“No one!”

Here's my card. If you happen to run across someone who would like to live in the neighborhood, please let me know. Thanks and have a great day!

Oh by the way, I listed the Smith home for \$350,000.

Just Listed Dialogue

50+ CALLS AROUND NEW LISTING

Hi, my name is _____ with RE/MAX _____, and I am calling to let you know that I have just listed the Smith home at 123 Easy Street. **As an extra service** to the Smiths, I am calling their neighbors to see if there is anyone you may know who is interested in buying a home in this neighborhood.

“No one!”

Again my name is _____, so if you happen to run across someone who would like to live in the neighborhood, please call me at _____. Thanks and have a great day!

Oh by the way, I listed the Smith house for \$350,000.

Just Sold Dialogue

25+ KNOCKS AROUND YOUR LISTINGS THAT SELL OR LISTINGS YOU SELL:

Hi, my name is _____ with RE/MAX _____, and I have just sold the Smith home at 123 Easy Street. During that process I have come across other buyers interested in your neighborhood, and I was simply wondering if you know anyone who is interested in selling?

“No one!”

Here's my card. If you happen to run across someone who is interested in selling, please let me know. Thanks and have a great day!

Oh by the way, I sold the Smith home for \$350,000.

Just Sold Dialogue

50+ CALLS AROUND YOUR LISTINGS THAT SELL OR LISTINGS YOU SELL :

Hi, my name is _____ with RE/MAX _____, and I have just sold the Smith home at 123 Easy Street. During that process I have come across other buyers interested in your neighborhood, and I was calling to see if you know anyone who is interested in selling?

“No one!”

Again my name is _____, so if you happen to run across someone who is interested in selling, please call me at _____. Thanks and have a great day!

Oh by the way, I sold the Smith home for \$350,000.



Why do national real estate economists and analysts expect the market to have stability over the next several years?

Supply and demand.

On the supply side:

1. There are no indications sellers will be listing their properties for sale at a rate any greater than in the past years. This is compounded by the low interest rates that many sellers have due to a recent purchase or refinance.
2. New home inventory has been off since 2008. It has further slowed by the rising interest rates, construction costs, and infrastructure costs.
3. We are currently experiencing a record low number of foreclosures and a record high amount of equity in homes. Right now, over 91% of US homes have 10% equity or higher.

On the demand side:

1. Millennials are the largest group of buyers since the baby boomers, and they are ready to purchase when inventory is available.



Why are the experts predicting we will not have a housing crash like in 2008?

1. Available inventory is dramatically smaller - (3) plus months in 2022 vs. (9) plus months in 2008.
2. Lending guidelines are dramatically stricter.
3. Over 91% of the homes in the US have 10% or more equity.
4. Foreclosures accounted for 35% of our inventory in 2008. Currently, foreclosures account for a record low of 0.4% of inventory.



Why should buyers consider purchasing now?

1. Prices of homes are predicted to continue to rise due to supply and demand.
2. Negotiation is possible in certain situations.

If you find a home that has a payment that works for you, and you like the house, you should try to purchase the home now.



Why should sellers consider selling?

1. Due to supply and demand, we are in a seller's market.
2. Advantages in negotiations based on price, contract terms, and inspections are leaning heavily in favor of sellers.
3. Once we get to 5-6 months of inventory these same advantages will start to move away from sellers.



What are the most important things I can do for you while representing you in the sale of your home?

What are the most important things I can do for you while representing you in the purchase of your home?



How does someone WIN with you? (What must I always do when dealing with you?)

How does someone LOSE with you? (What must I never do when dealing with you?)



If I were to find a home that I believe meets your goals, and the property is either not on the market or the seller is not offering a commission, are you willing to pay my fee?

I emphasize you would only be paying my fee if the property is either not on the market or the seller is not offering a commission. Prior to showing you the property, I will inform you that it is not on the market, or the seller is not paying commission.



If you woke up tomorrow and found out the house that you loved went to someone else because they paid a little bit more money than you offered, how would you feel?

I want you to consider this situation in advance, because there are many people I have represented who wish they were more aggressive when making an offer because they loved the home and were not able to find another one just like it.



If I can accomplish all the things that are important to you, with an emphasis on not leaving any of your hard-earned money on the table, are you prepared to sign listing papers and get started today?



My focus is to always be your trusted advisor – not just for this transaction, but for any real estate needs you or your family may have in the future.



I know you said you were interviewing other REALTORS®, and that's totally fine as I'm often reminded that I made a similar decision once when I interviewed other real estate companies and brands before I chose RE/MAX.

People have asked me why I chose RE/MAX and there were three primary reasons:

1. RE/MAX is the most recognized real estate brand in the world, with offices in 112 countries. Everyone knows RE/MAX.
2. RE/MAX is the home of top producers, and I wanted to be with a firm that was focused on being the best for our clients.
3. I also wanted to be with a firm that believes in giving back. RE/MAX supports many causes, including: our military, breast cancer awareness, and our biggest charity – CHILDREN'S MIRACLE NETWORK hospitals. RE/MAX agents have donated over \$185 million to CMN over the last 30 years. I think this is remarkable. Every time I sell a house, I donate to CMN in the name of my client.



I know you said this is the highest price you want to go. I also know you said that you really love the house. Therefore, I'd like to ask you a couple questions, to help create clarity if I could.

1. With today's interest rates, an additional \$10,000 in sales price is equivalent to \$50 more per month on your payment before taxes.
2. After taxes (depending on your tax bracket) you're probably closer to \$35 a month which is equivalent to \$1.16 dollars a day. Are you willing to give up a house that you love over \$1.16 a day or even double or triple that amount? (pause and be quiet)



Do you know why I want to help you purchase a property versus continuing renting?

Currently it is estimated the net worth of a homeowner is 40 times greater than the net worth of a renter.

Home prices have gone up over the last (50) years 147.7% in Connecticut and 290.2% nationally.

Additionally, there are many proven non financial benefits to home ownership:

- Security and stability
- Privacy
- Personalization and home improvement
- Health benefits
- Civic participation

Concluding Thoughts

*You don't have to be great to start,
but you have to start to be great.*

Joe Sabah

SUCCESS IS A JOURNEY,
NOT A DESTINATION

