

THE Script to GET USTINGS NOW!



People you know, love and want to work with

NEED to know this...
and you need listings to sell to run
your Business...

it's a win-win!

What if you could... in just a few minutes of practice... Learn and PERFECT Exactly what to say... to CAUSE a lot of people you talk to... who didn't want to move before you spoke... to develop a STRONG DESIRE to move... Because of your conversation? Interested?

Start here...
How many
people are in

Past Clients

Friends & Old friends (high school/college/former work

collegues)

in Family

Spouse/Kids friends & family

Networking Groups

Religious or Spiritual Groups

Volunteer Groups

Farm/Neighborhood you work

Vendors (real estate plus anyone else you pay money to)

Other?

your

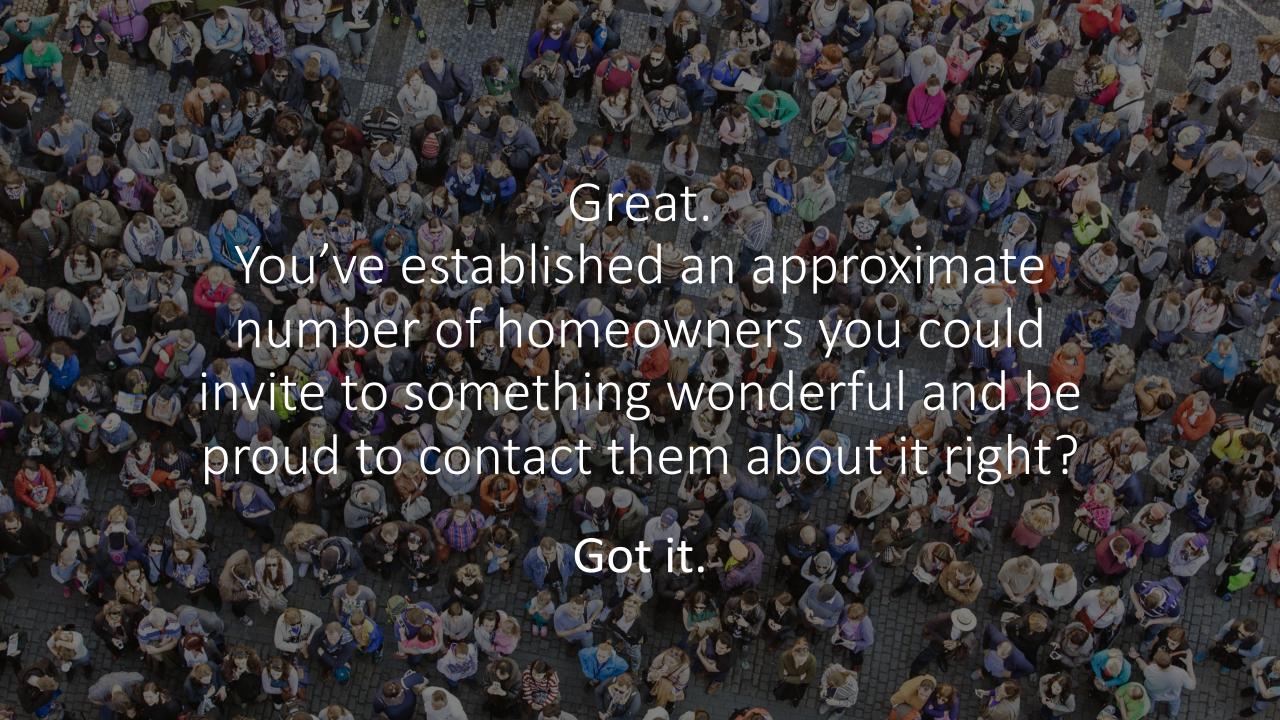
Database?

How many should there

be?

If I gave you \$100,000 to have a party for up to 500 homeowners, could you find

- From all those people listed before?
 From another source?
- If not 500... how many? More? Less?
- Put in the chat a number of homeowners you could pretty easily invite to an awesome classy party with food and entertainment and prizes... at no cost to you.



Now Assume for a minute that you had a pool of unlimited money to offer those people for their homes.

And one at a time, you talked to them with the script we are going to learn today...

Start with Connection

- Hi Jamie! It's Donna Stott. It's been a while since we chatted, and your name just came up, so I thought I'd give you a call and check in. How are things? Are you back to work? Is everyone healthy?
- Let them talk.
- Or they may not talk, and it's OK. If it's not a good response say: If it's not a good time, I really would love to catch up, when's a better time? Can I buy you a cup of coffee? (you want to generate curiosity)
- Assuming they do talk, do what you do. Chat. Remember F.O.R.D. Start with F.O.R: Family, Occupation, Recreation or... *How's the Family... How's Work... What are you guys doing for fun now that the world is turning again!*

NEXT, we go to the D in FORD

D is for Dreams

- We are all pretty good at the F.O.R. of FORD...
 but the D is viewed as harder... more personal.
- We are going to solve that with that imaginary pool of money you have.
- Once we've chatted about some of the F.O.R. we say this:
- You know Jamie... as a Realtor, I wouldn't be doing my job if I didn't ask you a question... You may or may not have heard how few homes there are for sale this year. There are fewer homes in inventory for sale than at any other time in my career! And yet, there are MORE Buyers than ever before and that's really creating an opportunity for Homeowners like you.

Continuing to get to the D

- So, here's my question. If I knocked on your door and had a blank checkbook in my hand... and said this:
- "Jamie, I'm going to buy your home from you...

 Name your price... and I'll write out this check for cash to you. You can cash it and put it in the bank... and you don't even have to move out of your house until you find your next place... you can take 4-6 months if you want to!"
- How much would that check need to be for to take that offer Jamie?
- Let them talk.
- KEY: It does not matter what the amount they say needs to be on the check. It can be a \$250K house and they can say ONE MILLION DOLLARS!

Continuing to get to the D

- Whatever amount they say (and you may need to press a little to get an answer) Everyone has a price... come on... what would it need to be? Play with me a little here... you're not committing!
- You answer *Great/Terrific*. So, <u>let's say I wrote you a</u> <u>check for that and the cash is in the bank</u>.
- NOW you PAUSE... and LEAN IN... AND LOWER YOUR
 VOICE... almost like you're sharing a secret... and say:
- Imagine now... that money is in the bank... all yours... and you need to find somewhere else to live. Where WOULD you go next? Would it be around here, or do you have a dream for some other next area?
- Let them talk.

We are IN THE DREAM NOW! Dream BIG.

- Get them to get into DETAIL as much as possible with a few prompting questions.
 - Tell me more...
 - What would that next home look like?
 - What would make that even better than what you have here?
 - Anything else about it.... since we're dreaming here? What else can you imagine?
- Let them talk about it as much as you can get them to!
- Wow... that sounds awesome Jamie.
- Repeat some of the things they've imagined... "So, you'd be living in Oregon with your Son and grandkids half the year and in that condo on the Gulf Coast beach in Florida winters... Golfing 4 days a week. Watching the sunsets. Wow. Sounds like the very definition of "Living the Dream."

And now we go for the Close...

- It's time now to come back to Reality.
- You know Jamie, that sounds awesome... and you know what? I don't know if I can get \$1M for your house right now or not... but Buyers are paying some high prices. And I don't know if you'd really need \$1M for that dream to come true either.
- Tell you what... why don't I find out what I really COULD get for the house, just so you'd have an idea...
- Because... If you **COULD have that dream** with what you really COULD get... it would be worth at least KNOWING that, wouldn't it?
- "I mean... Oregon... the grandkids... the beach condo ... golfing...sunset... If your house COULD provide that dream coming true...it would be awesome! <u>So, let's at least find out</u>.
- I don't mind... I'll do the research... it will be fun... and I haven't looked lately at your neighborhood values... and I really should do that anyway.
- I drop it off on my way home. Will you be home about 5?

How do they say no to that?

GIVE the GIFT OF LETTING PEOPLE DREAM...

- This creates a connection
- Let people live their best lives.
- We OWE it to them to have this conversation.



The Island of Here and Now...
The Island of Vision and Possibility...

Lifting the FOG...
and getting them in the Boat
with you
to row them across
to their dreams

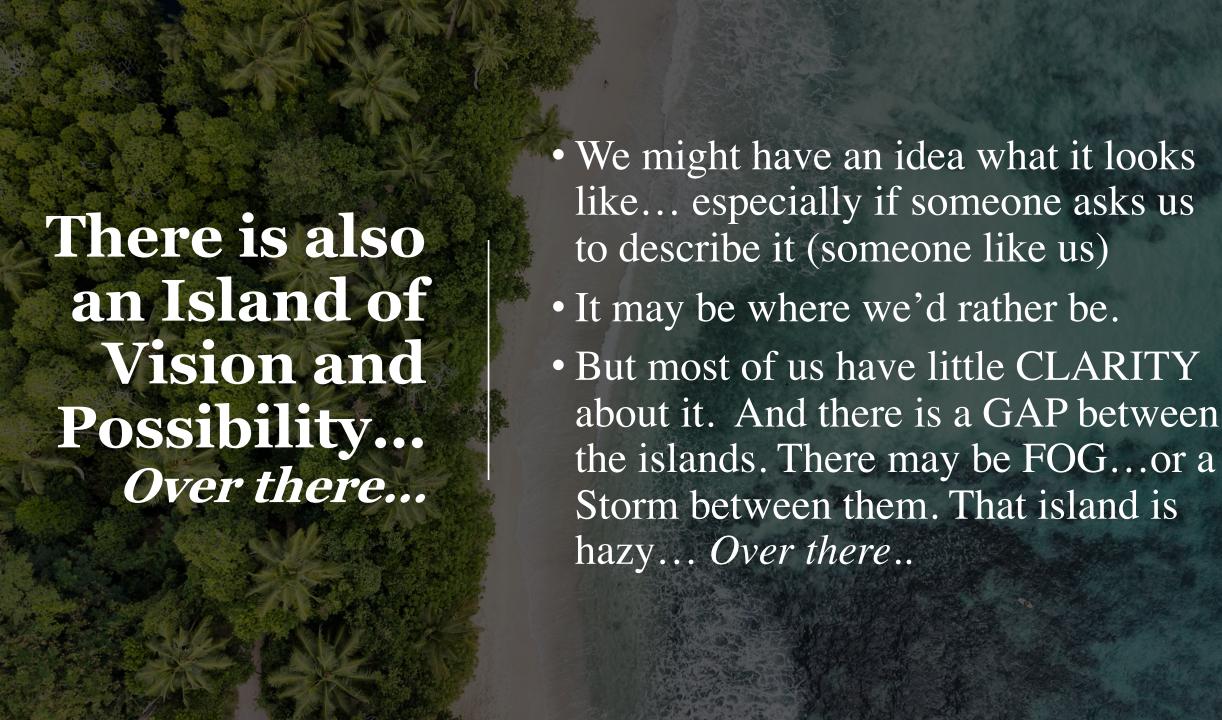






- We are all on an Island of "Here and Now"
 - Us, as Agents and Brokers
 - Our Seller Leads & Clients
 - Our Buyer Leads & Clients
 - Everyone else in the world

• It's pretty clear here on this island. We know where we stand. And we are alive and safe here.



It's our JOB to help People SEE the Island of Vision and Possibility in their minds. Why?

- Imagine standing on the Island of Here and Now. Living our lives, doing our now.
- Imagine an Island that may be far away. One we can't really see yet...
- It's foggy between us and that Island. Or misty. Or stormy. Or just far far away

People don't MOVE until they SEE IT:

If they can't see it, there is no Tension - No Change - No Action will occur.

ONCE WE CREATE THAT TENSION... ACTION CAN HAPPEN.

People (including us) only ACT when there is a clear Tension.

We must spend enough time in this gap between where we ARE and where we WANT to be for the tension to get clear...

This is why we need to DIG DEEP on the dream..

This is the the Imaginary block that prevents Actions from being taken.

If we can't clearly see it, why would we get in the Boat (A listing agreement) and start rowing toward that island... with you as our Realtor?

- This applies to Everyone in your Database and that you meet.
- To your Seller and Buyer Leads and Clients.
- And it applies to YOU.

IF YOU DON'T SEE CLEARLY HOW THIS SCRIPT WILL HELP YOU TO HELP OTHERS... YOU WON'T USE IT. So... let's role play...

Who will volunteer to role-play with me?

I will open the pages one at a time. We'll go through it once and then again pausing for questions along the way.

A few key points:

- It will *NOT always work*. Someone may refuse to play... or discover when you ask them where they'd go that NO amount of money will make them move. It's OK. You are only looking for people who really do have an unspoken or unimagined, until-now, dream.
- Sometimes it won't work but they will take the game and play it with their family later. Suggest that if they can't imagine it with you... or need to think about it.
- Still offer the CMA if they think of ANY reason at all that they'd like to know their current value. Schedule a FOLLOW-UP again in a month with them to ask if they thought about it.

Track your Number of conversations. Your Number of "Yes, I'd like to see a CMA." And the number who then decide to list. Of my Coaching Clients that are using and tracking this are finding:

- 1 in 2 people who already know you (PC/COI/Friends/Neighbor/Family) will play the game creating a "blank check dream" if they know and like you.
- Here's the BIG BOOM: Nearly 1 in 5 that accept a CMA and meet with the Agent will list in the next 3-6 months...People who had NO INTENTION of selling until YOU showed them HOW to fulfill a DREAM!
- One of my Coaching Clients has had this conversation with Past Clients from 5-10 years ago that still owned. We've kept track. She's really good, and those PC's love her. She does events for them and keeps in touch often.
- She has taken 5 listings on the market already... with another 5 in the works from using this script.
- She has been using it since February.
- 10 listed or coming soon since Feb with just this script. NO REFERRAL FEES.

Now let's go back to Numbers...

- If I told you to get in the conversation with 10 a week and 5 will meet with you, and I of those would list sometime this year.... would you do it? That's 4 listings taken a month within a few months... IF you'd just do it.
- And listings are money in the bank. Right? So, if you listed and sold 4 more a month than now... how much income would that be?
- Going back to the start of this presentation... If you had 500 homeowners that would talk to you to call with this.
- 250 would have the conversation. And 50 of those would list. Would you do that this year? Are you willing? At 10 a week talked to, you'd have a good 300 of them done this year and the rest next spring.
- It's 2 conversations a day, 5 days a week.
- That's probably 14-16 dials per day 5 days a week.
- Are you willing?

Questions?



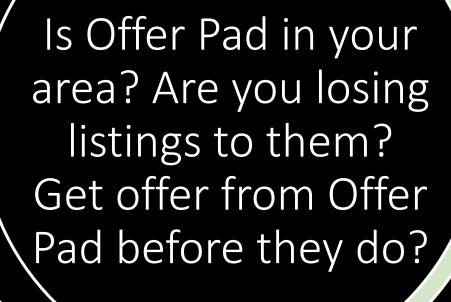
If we have time, I'll go on just a bit...BONUS Stuff



What ELSE can you do to find LISTINGS RIGHT NOW?

If you do NOT have Past Clients and COI to call... here are some other ideas:

- Expireds (mostly old ones since there aren't a lot of new ones)
- FRBO's (no one calls them)
- Farm area (pick a neighborhood you live in or want to live in that doesn't have a "neighborhood Realtor" – most don't. Market "You do NOT need to renovate to sell NOW!"
- Absentee Investor Owners that should 1031 Exchange into something NEWER or that they can re-set their depreciation schedule on... and/or get a better interest rate and better returns than the one they have now. "Smart investors know when to sell and re-buy"
- Sit opens. Sellers are coming in to check out the market. First question when someone walks in: "Are you a neighbor or thinking of moving into the neighborhood?"
- FSBO's



- Does Zillow buy in your area too?
- Any other major investors?
 Buffet is buying here. Over 4000 homes a year.
- Question: When will they pull out at last minute...like they did when Covid happened? Those people were left high and dry...

Are you using good materials to support why hiring you MAKES SELLERS MONEY?

Consider these next 2 Slides from our FSBO presentation as a SAMPLE

It's Never The Cost

It's What You Get... for What You Pay!

"When you don't hire a Professional Realtor, you may be leaving money on the table."

A
Professional
Realtor
Provides:



Proper Pricing (don't underprice!)

Professional Marketing to reach 100's of potential Buyers

Staging that causes Buyers to go WOW!

Buyer PRE-Screening

Negotiation Expertise

Lender Assistance

Appraiser Meetings

Vendor Support

Experience

Problem Avoidance

PLUS: An Average of 100 hours of work to get your home sold and closed!

All at No Risk to you!

If we don't do our job to your satisfaction, we do not earn our commission.

Contact: <u>www.northwestatlantaproperties.com</u>

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15 Years of
Documented For –
Sale-By-Owner
Vs
Those Using a
Realtor
Results

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				%
Year	Realtor	FSBO	Difference	Difference
2020	\$295,000	\$255,000	\$40,000	15.69%
2019	\$275,000	\$251,000	\$24,000	9.56%
2018	\$264,900	\$200,000	\$64,900	32.45%
2017	\$250,000	\$190,000	\$60,000	31.58%
2016	\$245,000	\$185,000	\$60,000	32.43%
2015	\$245,000	\$210,000	\$35,000	16.67%
2014	\$235,000	\$208,700	\$26,300	12.60%
2013	\$230,000	\$184,000	\$46,000	25.00%
2012	\$215,000	\$174,000	\$41,000	23.56%
2011	\$215,000	\$150,000	\$65,000	43.33%
2010	\$199,300	\$140,000	\$59,300	42.36%
2009	\$215,000	\$172,000	\$43,000	25.00%
2008	\$211,000	\$153,000	\$58,000	37.91%
2007	\$240,000	\$180,000	\$60,000	33.33%
2006	\$240,000	\$180,000	\$60,000	33.33%
15# years		Average	\$49,500	27.65%

NOTE IN 2020: FSBO's who tried FSBO first & then listed, sold for an average of 5.5% more

Points to Consider:

More Expensive Homes are less likely to go FSBO

All Banks list their properties with an agent and pay a full commission

3% to 4% of all sales are By Owner to a Buyer not known previously

A 2017 Different Source Report Shows that FSBOS sell for 5.5% less than an agent gets 95+% of all sellers sell using an agent when selling to a buyer they don't know

Sources: NAR Profile of Home Buyers and Sellers 2006 to 2020, Collateral Analytics & YourCoachingMatters.com I hope you enjoyed today and learned something that will cause you to LIST MORE HOMES over the next few months.

DO let me know when you take your first one!

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