

EXPIREDS SCRIPTS AND OBJECTION HANDLERS

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Expires Scripts and Objection Handlers

Devin uses the following scripts and objection handlers to persuade expires to work with him. Use the lines below to book the appointment and move the deal forward.

1. **"We are taking the home off the market/We took the home off market/We are not selling?"**
 - I understand plans change sometimes better sometimes the other way, If I had a perfect buyer paying all cash, your terms, close in 30 days, you would sell right? So what has changed?
 - I understand you were probably on the market for a long time. If when you were on the market, I brought you an offer you liked you were still selling right? Well, what's changed in the past few weeks?
 - Let's do this: I'm going to do some research on your place and find out exactly what price I could sell that for. If I could get you your price or higher would you be open to an offer or at least look at it? (Okay, I absolutely need to take a look at your place. Are you available this evening?)
 - [For an expired with bad pictures] You know, the pictures online didn't do it justice can I at least stop by and you can give me the grand tour? [The hope is they run with x or y reason the home did not sell, this is your chance to build common agreeance and then set appt]
 - [If they are still not selling] Okay, well now it's just a question of doing it now or in the future? Is that right? Well if you could do it now is that something you would still be excited about?
2. **"What do you mean: do you have an offer for me? Buyer, Bring me a buyer!"**
 - That's what I'm trying to find out. When can I stop by and see it?
 - I'm sure you could understand, It would be extremely unprofessional for me to show a home I haven't even seen. So let's do this, why don't I stop by at 430 or a little later in the evening?
 - I don't want to bring you just one offer. I want to bring you 2 or 3 or 4 so you don't leave ANY money on the table! I'd like to stop by and find out exactly what stopped the home from selling and see if my second opinion can put more money in your pocket.. Are you usually free in the evening?
3. **"We've already chosen another agent/We have a friend in the business"**
 - Good to hear, sounds like you are being thorough and making sure to do it right. Have you signed an agreement with them?
 - (If NO) Okay, in that case, after (x) months on the market and knowing what you NOW know ... When are you free for me to show you what needs to happen this time around to sell it. Because X months is a long time to waste...
 - I understand, you don't want to make the same mistake twice, and I saw a lot of red flags and I'd hate to see this go on the market and the same thing happen. I know we can sell this for a great price, I can pop in for 10 minutes max. I don't want you to leave 10, 20, 30 thousand dollars on the table.
 - I appreciate the loyalty and I'd hate to see that loyalty lose you money. It will only take a quick 10-15 minutes will you be home this evening?

Expireds Scripts and Objection Handlers

4. "We're staying with the same agent."

- Now is this the same agent it was listed with last time? [if yes] Well that's concerning...
- If you're selling this home with the same agent what are they going to do differently? I ask because I know exactly why your house didn't sell and I noticed some glaring marketing mistakes... That's exactly why we need to get together, when are you back on island?
- [NAME], Level with me, are you choosing them because they are the best?
- You plan to list w/ the same agent... Can I share with you what makes me nervous?
- I know that the average time to sell a home is X days, and your property was for sale for X days. That agent should have sold that property x times over but it didn't sell once. So why don't we get together for 5 minutes and find out exactly how to get it sold for top dollar. Is that worth a second opinion?
- You've been on the market for 100 days. What is THAT agent going to do differently this time, than what they did last time? And why are they waiting until now to do it?
- Spending the better part of a year on the market and not selling is extremely frustrating... and I think you guys owe it to yourselves to at least listen to a different approach. How about this? Let's lock down 10 minutes @ 4 PM. If you like what you hear, great. If you don't, you don't have to move forward but at least this way you can listen to a different approach. Does that sound good?
- I appreciate the loyalty... that's something I expect from all of my clients as well, and the fact of the matter is that this is a business decision. And after 100 days...I think you really owe it to yourself to hear a different approach. And think about it like this: You gave the last agent 100 days to NOT sell the home... Can't you give me 10 minutes to show you how I can?
- Let me just share with you what I'm doing and I can give you a great strategy, you can give him/her my marketing and have her put it in place and it will absolutely sell.

5. "Call my agent"

- Now hold on! I need to talk to you, not them!
- [Shock] I saw the listing they put up and we have to get together before you put this back on the market! Are you still on the island? I need to meet you and see the house!

6. "I changed my mind/ I changed my plans"

- You know I can appreciate that, if the price is good and it still makes sense, would you still consider selling? If I brought you an offer today would it sell, would you take it?

7. "I'm not sure what my plan is; I'm reevaluating right now"

- How come? What changed?

8. "Are you calling just to take a listing?"

- No, I'm calling to get this sold. I wanted to see if you are still on the island and I can come see the property and meet you?

Expires Scripts and Objection Handlers

9. **"I have to talk to one more agent this time and make sure I'm making the right decision..."**
 - Well today is your lucky day! I'm serious, I've sold more homes like this one than anyone else. I need to get inside and get you a second opinion on that.
10. **"It's none of your business asking why my home didn't sell!"**
 - You're right it's not and trust me I'm not one to care about other people's business, but I do sell a lot of homes here and I needed to find out if it's still for sale because I saw that listing and know exactly why it didn't sell
 - That's exactly why we need to get together.
11. **"How did you get my phone number?"**
 - White pages. -> Repeat same question on list.
12. **"We rented it out."**
 - Okay, is the tenant already in there? So you are trying to rent it?
13. **"We are not in a hurry"**
 - Great, I need to see it for myself. When are you free?
14. **"We want to wait until next year to sell it for more"**
 - Okay, what happens next year?
15. **"We're waiting for the market to go up/get better"**
 - How much more do you need to net from this? Where do you plan to go once it does sell?
16. **"I'm too busy for an appointment with you."**
 - Ignore this, push for the close, OR say something like "We are all busy, I'll save you some time so you don't have to worry about this house anymore"
17. **"Call me back later"**
 - Okay, when? Will you be home at [day/ time?]
18. **"We're going to try it on our own for a while."**
 - [On phone] Whoa, whoa, whoa, THAT IS THE LAST THING YOU WANT TO DO!
 - [Before] I can appreciate that ... and let me ask you a question ... if I could sell your home in the next 30 days ... and save you time ... would it be worth just 15 minutes to hear exactly how I can do it with your home?
 - I can certainly appreciate you wanting to do everything it takes to get your home sold. But that may not be the best option can I share with you why? Well in this market there are so many buyers and all of the real ones are already working with the agents showing the hot properties and buyers that want to get into a home.
 - The only real buyers looking for FSBO's are investors that are looking to pay you pennies on the dollar. So really so many people get lost in the shuffle of FSBO and end up losing a lot of money.
 - So would it make sense for me to show you how I can actually get your home sold this time around with a proven plan, can I stop by for 5-10 minutes and share that with you, if you don't want to sell that's fine, but at least you get a second approach and you can have a different opinion this time around.

Expires Scripts and Objection Handlers

19. [At appointment] "Will you cut your commissions, other agents will/ We don't like this commission. I'm not paying 6% to sell a house..."

- You know what, I understand what you are saying. Now the reality is, when you see the value in what I bring to you on the extra 2%, not only in terms of marketing but also getting you the highest price for your home, you're going to say "oh my gosh I should have done this before."
- So let me show you here, first of all, let me ask you a question, if you knew that you are saving 1% or maybe 2% on the commission but you were leaving 5% on the table, you are actually losing 3% and 3% on our sales price is \$XXXX.
- My understanding is, many people think in the beginning about price or cost. What I want you to think is your Return on your Investment. When you invest in someone like me or when you hire someone like me you are not only going to get the best marketing, the best exposure and you're going to get my top negotiation skills.
- I can guarantee you Mr. Seller that when you list with me I will get you the highest price on the market. I will not leave any money on the table... You know what concerns me very much when you're so preoccupied with the commission, because I don't want you to save 1% or 2% on the commission, but because the people that you hire are very weak in negotiating or maybe they don't know how to negotiate or maybe they don't have the right skills what happen is you might save 1 percent or 2 percent on commission BUT they might leave 8, 7, 5 percent on the table, even 10 percent on the table. 10 percent that is 60 thousand dollars.
- So are you willing to take the risk? Because I don't think you should. (BRING PAIN)
- You have heard this before Mr. Seller: you get what you pay for. This person has tried to sell your home before. Did you ask him to cut the commission or did they just come up and offer? What is more important, the commission you pay or your net?

20. [At appointment] "I want to find a house before I put mine on the market"

- Okay, so you can afford to have two mortgages at once? Or do we have to sell this first.

21. "We will sell it ourselves and pay 3% to the other agent that sells it."

- That's generous. So really you are trying to do it yourself to save the other 3%? Level with me, is it about the money or do you like selling real estate? If you could just sell it for 3% more and have someone handle the whole sale would you?
- You know what I can understand that what most agents are bringing to the table nowadays I'm not surprised you're under the conclusion you could sell it on your own. Truth be told most agents do, what I refer to as the three P's to get a property sold: they put up a sign, post some pictures on MLS and they pray for 6 months that some other agent is going to come in and bring in a buyer. And let me be the one to tell you, They are not doing much different than what you could do for yourself.
- So I'm not surprised that you have made the decision to do this and try to sell the home yourself. But you know what it is a full-time gig and I think a different approach needs to happen and in about 3 - 4 weeks your gonna get burnt out with the process and you're gonna decide to list the home and let me tell you this: At a weak moment don't make the decision to work with a weak agent. I think we need to set a meeting for 30 minutes.

22. You agents are all the same

- You're right: 99% of them are awful. I'm that 1%. When are you free?

Expireds Scripts and Objection Handlers

Expired Phrases

- If I was on the market for X number of days I would want a break too. (Rapport)
- I'm not saying I'm going to list your home. If it's something I know I can sell I'll let you
- know, if not I won't waste your time and have you sit on the market for 6 months.
- At what price would you become a seller?
- If the price is really good, you probably want to know and you would be interested
- wouldn't you?
- I'm sure you were surprised to see it didn't sell. I know I was.
- Looks like a great property, hard to believe that didn't sell, especially in this market?

Closes

- If you knew that working with me I could net you more money would you at least meet me?
- If what I say is not night and day different from what your last agent was doing, I don't expect you to
- sell your home with me.
- Let's do this, before we commit to taking it off the market permanently can I show you exactly what
- stopped your home from selling.
- Before we do anything let me check out the property and provide you a net sheet so we know
- exactly what will go in your pocket after we sell. THEN you can make a decision. Because it's pretty
- hard to make a decision before knowing all the numbers right?
- You know, the pictures online didn't do it justice can I at least stop by and you can give me the grand
- tour?
- If you felt absolutely confident... that you could sell your home now.. Would you sell it? Let's meet so I
- can show you exactly how confident I am that I can sell it for you now!
- If you knew, absolutely without a doubt that I can get your home sold, would you do business with
- me? for the highest price get you done on your would you do business with me today?
- Let's just meet for 15 minutes... when you see my aggressive proven plan ... if it makes sense... we
- sell ... and if it doesn't, it was just 15 minutes ... sound good?

Alternate Closes

- So, is the only thing stopping you from getting to your next destination and enjoying everything that
- has to offer, the sale of this house?
- Well let's do this before you commit to keeping the house off the market for the next ____ days,
- potentially leaving money on the table. Let's get together. It will only take 20 minutes and I can show
- you not only how I'm different from other agents, but how I can make your home different from
- other listings on the market. And ultimately get your home sold instead of sit on the market.
- I have a track record with helping families just like yours - listing I've helped 3 families that were in the
- exact same position, I'll show you exactly how I've helped them achieve success through our process.
- I can come by today at __ or tomorrow at __. Whichever is better for you and your family?
- My team specializes in properties that failed to sell the first time around. Let's do this, I'd like to stop
- by for 5 minutes and find out exactly what stopped the property from selling and see if I can help.

Expires Scripts and Objection Handlers

Actual Script

- I'm calling for [NAME]. Oh good, This is Devin Tryan with Keller Williams, first off I want to apologize I'm sure you're getting a lot of phone calls. I'm actually calling because I wanted to see if the property at [BLANK] is still for sale?
- When do you plan to relist that I see it's off the market?
- What happened?
- Is that why you were on the market for 6 months and it didn't sell. I'm glad you noticed it
- Let me tell you, there are another 150 sellers doing the same thing. A lot of people that have the same thought process. I want to let you know when you go back and have a lot
- If I could show you how I could get your home on the market and I apologize 6 months long, when I show you what I'm doing you'll see how different I am.

Scripts for Expireds and FSBOs

See associated training webinar "[Handling Today's Seller Objections and Concerns.](#)"

Getting the listing can be a challenge. Tailor these scripts to your market and to the needs of your sellers and you'll see success.

The following is a script to help you set appointments with FSBOs. Remember to practice and roleplay daily for maximum results.

FSBO Appointment Setting Script

- Hi, I'm looking for the owner of the home for sale. This is (name) with (company). As an area specialist, my goal is to know about all the homes for sale in the market place for the buyers I'm working with. Do you mind if I ask you a few questions about your property? Excellent!
- I know the ad in the paper/online said it had (#) bedrooms and (#) baths,
- Are the rooms a good size?
- How is the kitchen?
- Have the bathrooms been remodeled?
- Would you tell me about the yard?
- Tell me about your neighborhood: do you feel it's nice for raising a family?
- Is there anything else that is important to know?
- Sounds like you have a great home, why are you selling? (Great)
- If you sell this home, where are you moving? (Terrific)
- How did you decide on that area? (Fantastic)
- Who did you want to sell your home to: a friend, neighbor or a relative? (interesting)
- How much is the new house you are buying? (Good for you)
- So, do you have to sell this home first to close on the new one? (Great)
- What is your time frame? Okay ...
- How did you determine your sales price? (Got it)
- You know, with as many homes as are on the market right now, what are you doing differently to market yours? What else?
- Why are you selling yourself ... rather than using a professional agent (interesting)
- If there was an advantage to ... use me ... to market your home, would you consider it? (terrific)
- Normally at this point ... I would say ... let's get together for 20 minutes or so ... so we can discuss how we can help you achieve your goal ... I have some time () or would () be better for you?
- I'd like to have some information delivered before we meet ... where should I send it, to your home or office?
- I look forward to meeting with you on (), thanks and have a great day.

Scripts for Expireds and FSBOs

Use this script to help FSBOs understand why they need an agent, and why they need to work with you. Remember to practice this script and make it your own.

FSBO 4 Types of Buyers Script

- Just out of curiosity, how many calls did you receive last week?
- How many of those were from Realtors?
- That leaves ___ potential buyers.
- Out of ___ how many came to see your home?
- Out of the ones that came to see your home, how many gave you an offer?
- Do you know why they didn't give you an offer? It's because there are 4 types of buyers ...
- The **first** type are serious and in a hurry they may be relocating from another city and have 3 days to find and buy the right home. Or they may be someone whose home sold last night and today they need to find their replacement home. Because they are in a hurry do you think they will be with a Realtor or do you think they are reading every ad in the paper looking for FSBOs?
- Realtors have 97% of all the homes on the market listed with them and only 3% are FSBOs so ... the more you think about it, the more it makes sense that the serious and in a hurry buyers work with a Realtor ... does that make sense?
- The **second** type are serious but not in a hurry ... they may be a first time buyer ... proceeding cautiously ... wanting someone to hold their hand ... or ... they may be looking for that perfect home ... Did you know that last year the average buyer looked at 54 homes before making a decision?
- Naturally these people want a Realtor to help them, to guide them and make them feel secure ... can you see that?
- The **third** type you may have encountered ... they are investors or bargain hunters ... preying on FSBOs that are in a hurry to sell at a discount. What's the only thing they are looking for?
- And of course the **fourth** type can't afford to buy ... and they will never buy ... because they are just looking ... We call them looky lous. In fact, Realtors don't work with them because they are not qualified to buy.
- So you can see Mr. & Mrs. FSBO if Realtors have 97% of all the properties that are on the market, it only proves that the serious buyers are going to work with a Realtor and what kind does that leave for you?
- The investors, bargain hunters and the looky-lous. Right?

Scripts for Expireds and FSBOs

FSBOs often face many obstacles as they try to sell their home themselves. Practice these common FSBO objections to help them understand the benefits of working with a trusted agent like yourself.

FSBO Objection Handling Script

Objection: "We want to try selling it ourselves."

- I totally understand the thought of trying to get a home sold yourself ... I mean, let's face it ... saving that commission can mean some good money in your pocket ... right? (Right)
- So I'm curious, are you familiar with the difference between passive and active marketing? (No)
- Real quick ... Passive marketing is basically sitting around doing nothing like, holding open houses, sending out flyers or advertising in the newspaper ... Were you thinking about doing any of these things?
- Yeah, I was afraid of that! These methods only work about 25% of the time! Yet, agents sell this concept as if this was the answer to all your problems ... right? (Right)
- Which then makes you think, well, what's so hard about that ... I could do that ... right? (Right)
- The problem is ... this doesn't get a home sold anymore ... Do you understand now what I mean by passive ... sitting around with your fingers crossed ... waiting for the buyer?
- Active Marketing, on the other hand, is literally getting on the phone every single day and personally contacting as many people as I can 25, 50, even 100 a day. The key is ... asking them if they would like to buy your home, if they know someone who would like to buy your home, or if they would like to sell their home.
- Do you know why I ask if they would like to sell their home? Because the more signs I have, the more buyer's calls I get to show your home ... Does that make sense?
- Now ... Which way passive or active do you believe will get your home sold? And you understand that I am doing active marketing on you as we speak, right? So, how many people do you think you could call a day to try and get your home sold ... and by the way have you ever done telephone soliciting before?

Objection: "We want to try selling it ourselves."

[Alternative]

- You can try it. Lots of people do.
- It is like going to Las Vegas. Millions of people go, and every now and then someone hits the jackpot, but the vast majority of people lose money or Las Vegas wouldn't be there.
- Every now and then a seller hits the jackpot, but the vast majority needs a realtor or the real estate industry wouldn't be here.

[Alternative]

- Let's talk, okay? John, you are an attorney and try cases in court daily. I can't imagine walking in and trying the case myself.
- I am a professional real estate agent. I know what I am doing. I am here to release you from the extra stress.
- I have record sales. [share stats]
- I earn my commission. I bring you top dollar. I close the deal.

Scripts for Expireds and FSBOs

Use the following scripts to practice getting the pre-listing appointment, what to say on the listing appointment and how to lockdown the deal.

FSBO Script: What To Say To Get the Preview Appointment

- Are you cooperating with agents on the sale?
- [If they say, "what do you mean?" Respond with ...]
- If I bring you a buyer and you net the money you want, will you pay me a commission?

FSBO Script: What to Say on the Preview Appointment

Your main objective at the home is to build good rapport and to really dig into their motivation. The meeting should only take 5-10 minutes.

Thank them for having you over. Acknowledge the fact that they have received lots of calls from agents and that you really appreciate that they asked you to come over. Ask them for a quick tour of the home. As they are pointing out the drapes and carpet, re-ask all the qualifying questions. You will find that in person you will get much more truthful answers. You are now in their home and not just a telemarketing stranger. This is when 30 days on their own turns into a week or so before they'll list.

Key Questions to Ask:

- Realistically, how long will you try to sell this on your own before you will list?
- [Use drama when asking this one] Mrs. Seller ... you mentioned on the phone you'd try for 30 days. Clearly you want to move to San Fran right away ... you've got a couple kids ... a husband ... a full time job ... I mean selling on your own is a full time job in itself
- Based on all that ... realistically, how long will you try to sell this on your own?

The System Clincher

- I really appreciate you having me over. My intention was to just look at the home. Now that I am here I have to say I am 100% confident I can sell it. If I can sell your home for the price you want, in the time frame that you need, and do all the work for you (or say eliminate all the hassle), would you consider listing this home with me this week?

This question is critical to ask before you leave. It will typically elicit one of 3 responses. If they say YES, set the appointment to come back for a listing presentation.

More often, they will say "I don't think you can get me the price I want if you add on your commission." This is a great answer to get! Simply say:

- I am not sure I can either. Let me go do my research now that I've seen the home. Let's get back together tomorrow at 5 p.m. for 15 minutes to see if the numbers work.

Scripts for Expireds and FSBOs

Sellers with expired listings are often frustrated and anxious. Your job is to help them recognize the potential of working with an agent like yourself.

Expireds Dialogue: Creating Connection Script

- Hi ... I am looking for _____. This is _____ with _____. I noticed your home was no longer on the market. I was calling to see ... do you still want to sell it? [If it is clear they are getting lots of calls, use these effective lines]
- Are you just taking your home off the market?
- Are you getting a lot of calls?
- These agents are like rats coming out of the woodwork...aren't they?
- Can you imagine if you had to work with these people everyday like I do?
- If you ... sold this home ... where would you be going to next?
- What is your time frame to be moved? (Ouch)
- Why do you think your home did not sell? (Really)
- How did you pick the last agent? (That obviously didn't qualify them to sell your home)
- Has anyone told you exactly why your home did not sell? (Great)
- The only reason a home does not sell in today's market is because of exposure ... did you know that?
- If I can show you how to upgrade your exposure to the market and get your home sold ... would that be of interest to you? (Perfect!)
- Let's meet for 15-20 minutes so you can see exactly what it will take to ... sell your home.
- What would be better for you _____ or _____?

Expireds Dialogue: If You Got an Offer Yesterday

- Hi, I'm _____(Name) with _____(Company). I'm sure you know your home came up today as an expired listing ... and I was curious ... if I wrote an all cash, great terms offer yesterday ... where would you be moving to? Is that something you'd still like to do?
- I've discovered there's only 3 reasons a great home like yours doesn't sell ...
- The Marketing and Exposure on the home wasn't enough to attract the buyers and agents in the area.
- The home didn't show well or capture the buyer's emotions... or
- The pricing strategy ... I'm curious ... There are 2 ways to price ...
- High for negotiations or
- Fair Market Price to create a potential bidding war
- Which did your agent recommend?
- Bottom line ... is if I can market it properly and sell your home in the next 30 days, would it be worth it for us to sit down and explore it?
- What would be better for you _____ or _____?

Scripts for Expireds and FSBOs

Expired listing can be a great way to earn listings if you know what to say. Practice these dialogues and how to respond to the common objections below.

Expireds Dialogue: Where Were These Agents?

- Hi ... I am looking for (name). This is (name) with (company). I noticed your home was no longer posted online ... and I was calling to see ... is it on ... or off the market?
- Are you taking your home off the market?
- Are you getting a lot of calls?
- You may be asking yourself ... where were these agents when my home was on the market, right?
- If you had ... sold this home ... where were you moving to?
- If I brought you an all cash buyer, close in 30 days, where would you like to move to?
- What was your original time frame to sell and be moved? (Ouch!/Really?)
- Why do you think your home did not sell? Really?
- How did you pick the last agent you listed with?
- Knowing what you now know ... what will you expect from the next agent you choose?
- What type of feedback did you get from the people who saw your home? Tell me more about that. I have time, would __ or __ be better?

5 Common Objections Script

Objection: "We're taking the home off the market."

- I hear what you're saying ... and if yesterday I brought you an offer you liked ... you were moving right? Let's just meet for 15 minutes ... when you see my aggressive proven plan ... if it makes sense ... we sell ... and if it doesn't, it was just 15 minutes ... sound good?

Objection: "We've already chosen another agent/friend in the business."

- I can appreciate that ... have you signed an agreement with them?
- (If no) Let me ask you a question ... after ___ months on the market and knowing what you NOW know ... wouldn't it be worth just 15 minutes to hear a different opinion ... and a new fresh approach? It will only take me 15 minutes ... are you free this afternoon?

Objection: "We're going to try it on our own for a while."

- I can appreciate that ... and let me ask you a question ... If I could sell your home in the next 30 days ... and save you time ... would it be worth just 15 minutes to hear exactly how I can do it?

Objection: "You agents are all the same."

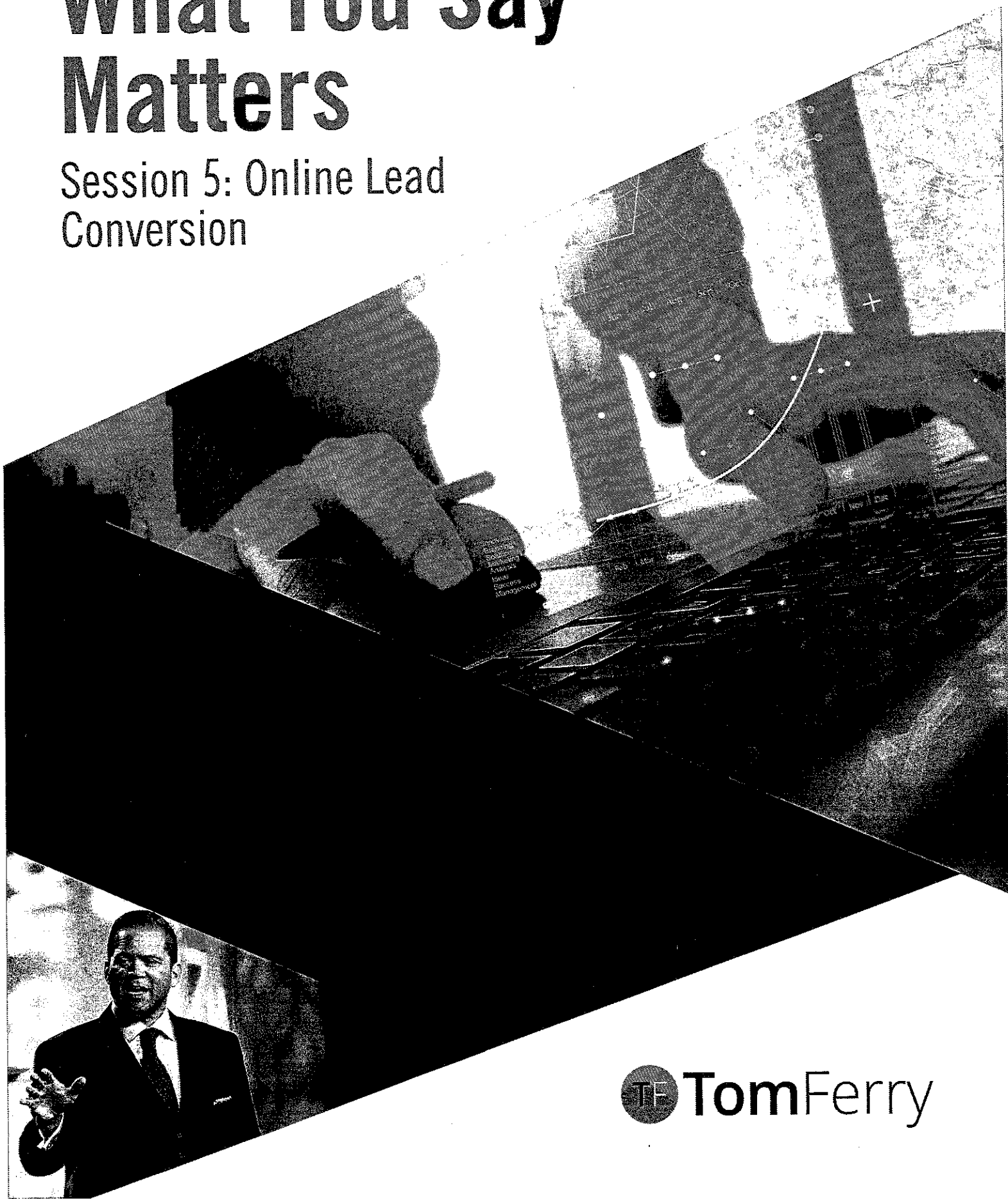
- I hear you and actually at (company name) here in (city) we sell (x) times more homes than our competition ... would it be worth just 15 minutes to hear exactly how we can do it with your home?

Objection: "Where were you when my home was on the market?"

- That's a great question ... I was busy fulfilling the promises I made to my sellers to show, market and sell their homes ... I didn't even know your home was on the market until today when the agreement expired ... scary huh? That's exactly why we should get together ... I specialize in selling homes other agents didn't ... and have a 19 point marketing plan I know you'll be impressed with ... what time can we get together to go over it?

What You Say Matters

Session 5: Online Lead Conversion



TF TomFerry

SESSION
5

ONLINE LEAD CONVERSION

ONLINE FOLLOW - UP EMAIL / TEXT

To:

Cc:

Subject: Sellers

Thanks for requesting a report on your home!

One quick question while I pull the data together - have you made any upgrades that would affect your home's value?

To:

Cc:

Subject: Buyers

Thanks for requesting a free home search account!

One quick question while we get your account setup - are there any "must-haves" in your next home?

To:

Cc:

Subject: Universal Reply

Great questions, what's a good time and number to chat?

ONLINE LEAD CONVERSION

SESSION

5

ONLINE FOLLOW - UP DIALOGUE

Remember that your intention from the call is to SET THE APPOINTMENT

Hi/Hey name ... this is (name) with (company).

1. You were recently on our site www._____ and we wanted to thank you for registering.
2. We received your request regarding getting a really good deal on a property in the area ... Is that the area you're looking to buy in?
3. What types of property do you like best ... Condos or a house? (Wonderful)
4. What price range you're looking to buy in? (Terrific)
5. I'm curious ... are you currently renting or do you own your home? Do you need to sell before you buy? (Excellent)
6. Is your house currently on the market? (Really)
7. [If renting:] Are you month to month, or are you in a lease? If you were to find the home of your dreams ... could you get out of that lease immediately?
8. How have you been searching for homes?
9. Obviously ... since you are looking online you aren't working with an agent...right?
10. What it will take to ... buy a home...

ONLINE LEAD CONVERSION

12 Let's meet for 15-20 minutes ... so I can show you what it will take to buy a home in today's competitive market and exactly what our team can do to assist you.

13. What would work better for you? ... day/time or day/time.

14. Great! My office is at _____

15. My office number is _____

16. I'll send you out a confirmation email to...

17. Is your email address repeat (email address)

18. And is this the best number to reach you?

19. Every seller is going to want to know ... are you going to be paying cash ... or have you been qualified by a lender? (Perfect)

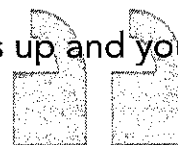
Cash: Terrific ... When we meet please bring proof of funds ...

Lender: Terrific ... our clients always ask us for a second opinion ... would you like one?

No Lender: With such a big decision ... who you work with matters ... we have a great relationship with _____ ... he/she helps all of our clients ... why don't I have them give you a call?

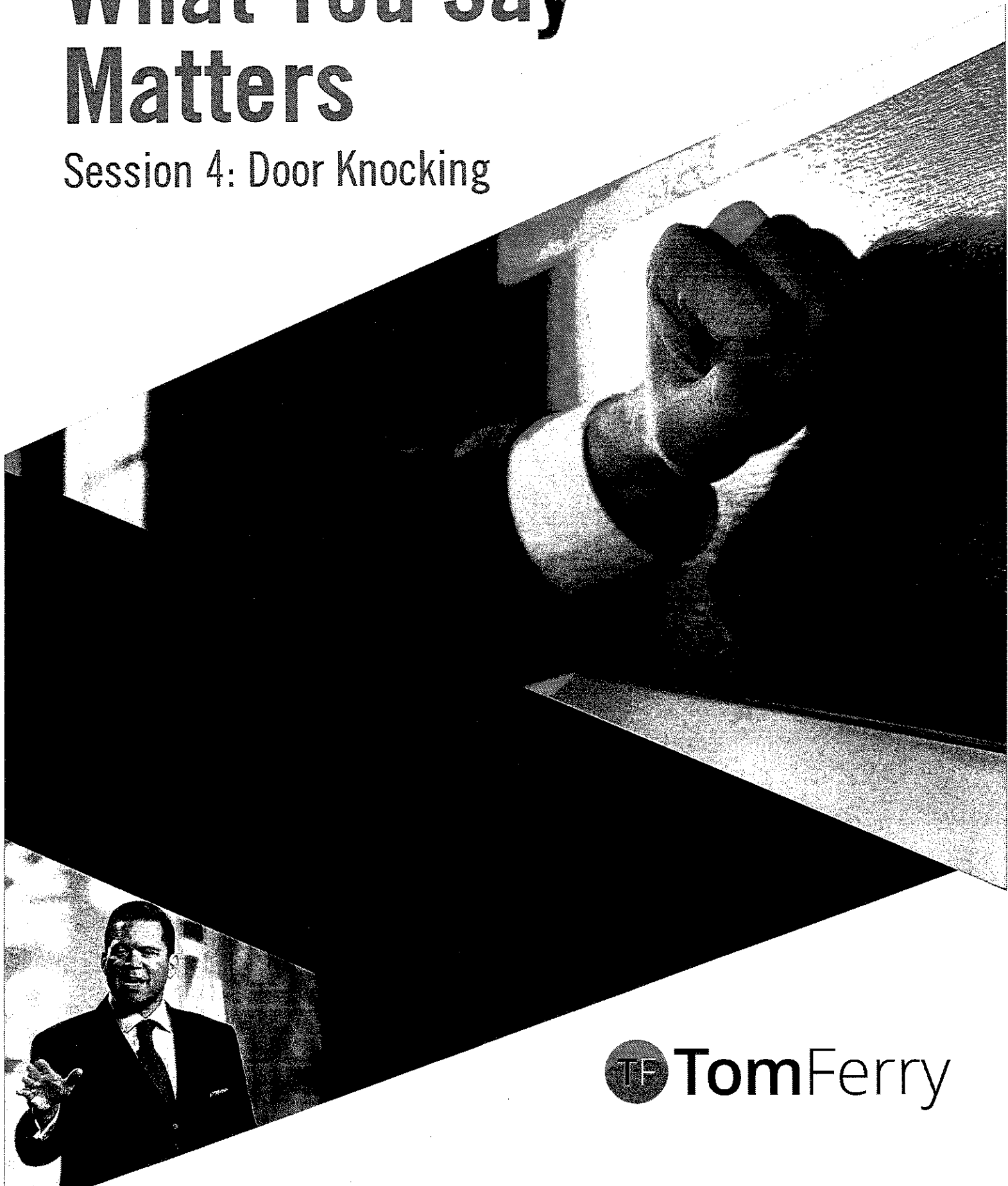
20. Great ... thank you again and we look forward to assisting you!

21. Name ... will you do me a favor and let me know if something comes up and you can't make it at _____ .



What You Say Matters

Session 4: Door Knocking



 **TomFerry**

ZILLOW

MAKE ME MOVES

EMAIL COPY IDEAS FOR MAKE ME MOVE

To: _____
Cc: _____
Subject: Best Selling Market In 5 Years

I came across your home on the 'Make Me Move' section of Zillow. With the summer market right around the corner and interest rates around 4%, this promises to be one of the best selling markets in the last 5 years. I would like the opportunity to speak with you about your goals to sell your home. Please call or email me at your earliest convenience.

OR

To: _____
Cc: _____
Subject: Placed In Escrow In ____ Days

I came across your home on the 'Make Me Move' section of Zillow. I recently listed a home in your neighborhood and placed in escrow in ____ days. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's sellers market. Please call or email me at your earliest convenience.

ZILLOW MAKE ME MOVES

SESSION

4

EMAIL COPY IDEAS FOR MAKE ME MOVE

To: _____
Cc: _____
Subject: Sold For ____ % Over Asking

I came across your home on the 'Make Me Move' section of Zillow. I recently sold a home in your neighborhood and it sold for ____% over the asking price with multiple offers. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's sellers market. Please call or email me at your earliest convenience.

OR

To: _____
Cc: _____
Subject: RSVP: Mega Open House At ____

I came across your home on the 'Make Me Move' section of Zillow. I would like the opportunity to speak with you about your goals to sell your home. I am hosting a MEGA Open House on my new listing at _____ and I would love it if you could stop by for the private neighborhood preview from 11:00-12:00 on _____. If you would like to connect with me before the MEGA Open House please call or email me.

OR

To: _____
Cc: _____
Subject: More Than ____ Offers On Your Neighbor's House

I came across your home on the 'Make Me Move' section of Zillow. I recently represented a buyer on the sale of a home in your neighborhood and it had over ____ offers on the property. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's sellers market. Please call or email me at your earliest convenience.

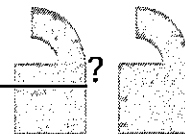
ZILLOW

MAKE ME MOVES

DIALOGUE FOR DOORKNOCKING OR CALLING

Hi ... I'm _____ with _____ and I'm calling (stopping by) today because I noticed that you had your home listed as Make Me Move on Zillow. Because I work with so many buyers from Zillow ... I was wondering ... If I could set a time to look through your home to see what buyers I have that would be interested. (Or could I take a minute now?)

1. How long have you had it on Zillow? (Terrific)
2. What made you decide to put it on there? (Excellent)
3. When you ... sell your home ...
4. How soon would you like to be there? (Great)
5. How did you determine the price of your home?
6. Have you had any offers on your home yet? (Really)
7. It's interesting your home has not sold. I (my team) have already sold -___ this year and averaging ___ % over list price.
8. If you are serious about being ___ within the next ___ months then let me show you briefly what I do to get home sold in this area.
9. Let's meet for 10-15 minutes so that I can take a look at the house and we can figure out exactly what it will take for it to sell.
10. What would be better for you _____ or _____?



DOOR KNOCKING YOUR FARM

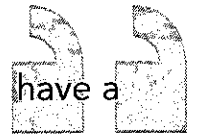
SESSION

4

DOOR KNOCKING DIALOGUE

Hi, my name is (name) with (company), how are you today?

1. I wanted to give you a quick update on the real estate market, last month in (city/town/community/building) we had (#) sales, of which (#) sold above asking price ... were you aware of this?
2. And ... we have more buyers (#) then properties for sale (#) ... So I was curious, have you had ANY thoughts of selling?
3. Do you happen to know anyone who has had thoughts of selling?
4. Thanks so much, if I can ever be of service, here my card/contact info ... have a great day!



HOT MARKET TEXT DIALOGUE

Hi (name) ... (something personal) ... I was thinking about you because home prices in (hyper-local) are still increasing. Interested in your home's new value?

Sure, sounds great.

Wonderful I'll put together your home's value. Have you done any upgrades? Once it's ready lets meet for coffee to go over the evaluation, okay?

DOOR KNOCKING YOUR FARM

YIKES DOOR KNOCKING DIALOGUE

[Multiple offers]

Hi, I'm (name) with (company) how are you today?

1. I'm stopping by to let you know your neighbor's home at (address) just sold with multiple buyers writing offers ... did you hear about that? And I was curious ... have you had any thoughts of selling your home?

(If yes) Wonderful ... I know our clients would love to see the home... (Qualify for their motivation)

(If no) I understand ... it's a very desirable neighborhood ... I promised the buyers I would ask ... would you happen to know anyone who's been thinking of selling?

2. Thanks so much ... if you ever change your mind ... here's my card. Have a nice day!

[No Homes For Sale]

Hi, I'm (name) with (company) how are you today?

1. I'm representing some clients who really want to live/own in your neighborhood ... and there's no homes for sale ... Do you happen to know ANYONE ... who's had any thoughts of selling?
2. How about yourself ... have you considered making a move?

(If yes) Wonderful, I know our clients would love to see your home ... (Qualify for their motivation)

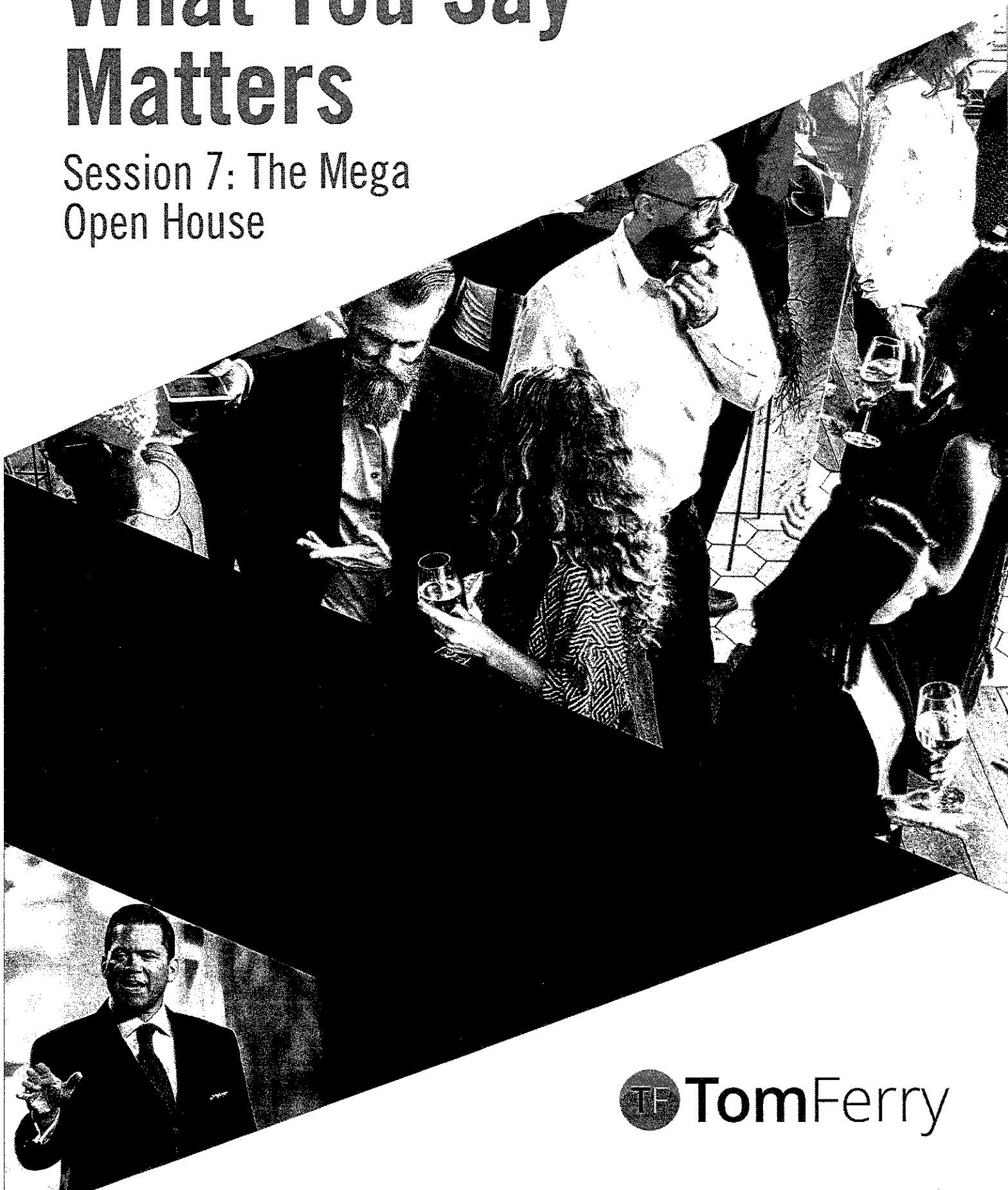
(If no) I understand, it's a very desirable neighborhood ... I promised my clients that I would ask ...

3. Thanks so much... if you ever change your mind ... here's my card. Have a nice day!



What You Say Matters

Session 7: The Mega Open House



TF TomFerry

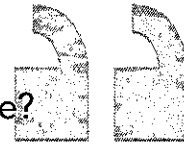
THE MEGA OPEN HOUSE

SAMPLE DIALOGUE TO INVITE NEIGHBORS TO YOUR OPEN HOUSE

Hello ... my name is (name) with (company) ... and ... I will be hosting a special open house at (location) on (day) from (1 to 4) ... did you know this home was for sale?
(hand them a flyer/invite)

1. I promised the seller I would get the word out in the neighborhood... and I was curious ... who do you know ... that might want to live in our area?
2. Wonderful ... again ... It's this Sunday from 1 to 4 ... feel free to stop by ... I'd love to show you the home ...

3. By the way ... have you ever considered selling your home?



THE MEGA OPEN HOUSE

SESSION

7

DIALOGUE FOR BUYERS

Hi, my name is _____ with _____.

1. How are you today? (Great)

2. What is your name? (Wonderful)

3. (Name) ... how did you find out about my open house? (Excellent)

4. What kind of home are you looking for? (Fantastic)

5. Who has been helping you with your home search? (Super)

6. What areas have you been looking at? (Great)

7. What homes have you seen that you like? (Terrific)

8. What prevented you from making an offer? (Wonderful)

9. What's your price range? (Excellent)

10. What's the name of your lender? (Great)

11. How much have you been approved for? (Fantastic)

THE MEGA OPEN HOUSE

AFTER THE EVENT IS OVER

Follow up with people who signed in to your open house.

Consider sending them a _____ or personal note.

Schedule 45 minutes to an hour immediately after the open house to
_____ while the details are fresh.

LISTING PRESENTATION

INTRODUCTION TO THE LISTING PRESENTATION

1. I know you have a lot of choices when it comes to agents and companies ... I want you to know ... I appreciate the opportunity to meet with you today.
2. Why don't we take a minute ... and show me around your home ... would that be okay?
3. Tell me about some of the most desirable features of the property?
4. If you were a buyer looking at this home ... what are some of the features you might change?
5. (Amplify) Tell me more about that?
6. Who do you think is the ideal buyer for your property?
7. Now that we've seen the property ... where should we sit, the dining room or the kitchen table?
8. So (names) ... Let me share with you what we're going to cover today.
9. Based on my experience ... there are four areas most sellers want to discuss prior to putting their home on the market with me...?

They are:

1. Your motivation to ... sell this home ... and the timing to get the home sold...
2. What I'm going to do to is expose your property ... to the highest number of qualified buyers ... and ... to agents who control the buyers.
3. How much the property will ... realistically ... sell for?
4. And ... ultimately why I believe you should ... choose me ... as the agent to represent you.

LISTING PRESENTATION

INTRODUCTION TO THE LISTING PRESENTATION

(Name) ... Outside of those 4 ... is there anything else you need to know? So, before we discuss these ... let's confirm your plans...

- a. You said you were moving to ... right?
- b. I'm curious...what's taking you there?
- c. You would like to be in by ... correct?
- d. If the home doesn't sell in your time frame...is there a plan "B"?
- e. And ... you were thinking about a price of ... right?
- f. In order to make the move...do we need to ...sell this home... or is renting it out an option?

I emailed (or delivered) a marketing proposal...did you have an opportunity to review it? The number one reason people ... refer me ... to their friends ... or ... choose me as the agent to represent them is my marketing plan ... would you agree in today's economy ... exposing your home to the highest number of qualified agents and buyers is important? Would you like me to take you through ALL of the strategies we are going to use to market your home or do you ... feel confident with what you saw in our proposal?

(IF YES)

So ... Can I assume we agree ... you definitely want our marketing plan ... right?

(IF NO)

Present Marketing Plan

Scripts for Working with Buyers in a Competitive Market

Courtesy of Dawn Forkenbrock from Keller Williams Realty Sonoran Living.
Watch the PULSE webinar, "Building Buyers' Loyalty in a Competitive Market."

Dawn uses these lines to encourage buyers in competitive markets or in multi-offer situations. Use the scripts below or adapt them and make them your own.

- "One more no just means you're that much closer to the yes!"
- "I don't want you to miss out on a house just because I had another appointment scheduled when you were available to go. I have a team of showing assistants that can help with showings in the event this happens. They simply unlock the door for you so you can see the house. If you love it, I still help you with everything else."
- "Because the market is so competitive, it's important your agent has a huge network & an excellent reputation. The last thing a listing agent wants to do is work with a difficult buyer's agent. When we submit your offer, I make sure the agent knows what a smooth, easy process this will be for them & the sellers."
- "Most houses that hit the market are receiving multiple offers, often times more than 10! I've helped many buyers win multiple offer situations this year. Once you're ready to make your first offer, there are several strategies we can use to help your offer stand out from all the others."

Script for Internet Buyers

Courtesy of Mary Bartos, CEO of the Bartos Group of Premiere Plus Realty.

Use this script to connect with internet buyers or create your own using Mary's ideas.

Remember that your intention from the call is to set the appointment.

- Hi (Lead Name) ...this is (Agent Name) with the Bartos Group at Premiere Plus Realty. I am just following up as I remember you were looking for property some time ago...
- Have you purchased a new home yet?
- (If yes, ask where they purchased and wish them good luck.)
- (If no) (Lead Name) Are you still looking to buy (or own a new home)?

(If no)

- If no... Can I ask (Lead Name)...What happened? (Find out why they are no longer interested in buying/owning)

(If yes)

- Great, what types of property do you like best ... Condos or houses? (Or if you have their criteria) Are you still interested in homes/condos? (Wonderful)
- What price range are you looking to buy in? (Terrific)
- I'm curious ... are you currently renting or do you own your home? Do you need to sell before you buy? (Excellent)
- Is your house currently on the market? (Really)
- (If renting) Are you month to month, or are you in a lease? If you were to find the home of your dreams ... could you get out of that lease immediately?
- How have you been searching for homes?
- Obviously ... since you are looking online you aren't working with an agent...right?
- What will it take ... for you to buy a home?
- Let's meet for 15-20 minutes ... so I can show you what it will take to buy a home in today's competitive market and exactly what our team can do to assist you.
- What would work better for you? ... day/time or day/time.
- Great! My office is at.... My office number is....
- I'll send you out a confirmation email to... Is your email address still (repeat email address). And is this the best way to reach you?
- Every seller is going to want to know ... are you going to be paying cash ... or have you been qualified by a lender? (Perfect)
- (If cash) Terrific ... When we meet please bring proof of funds ...
- (If lender) Terrific ... our clients always ask us for a second opinion ... would you like one? No Lender: With such a big decision ... who you work with matters ... we have a great relationship with ... he/she helps all our clients ... why don't I have them give you a call?
- Great ... thank you again and we look forward to assisting you! Name ... will you do me a favor and let me know if something comes up and you can't make it at ___?

Sample Buyer Lead Follow Up System and Ideas for Connecting with Buyer Leads

Courtesy of Alexa Agrinoni, Realtor with Coldwell Banker, NYC.

Alexa says that she used to overthink what she should say to buyers. She has come to realize that it's all about how she connects to the client. Now, she follows up with buyers about real estate but also connects with buyers on so many other topics.

Top Questions for Buyers on the Phone

- If this were a perfect world, when would you want to be already moved & settled into your new home?
- If they say within the year, When does your lease expire?
- What's more important to you, the best home or a great deal?
- Voicemail (Adjusted for each lead depending if hot, warm or cold)
- Hot Lead - Hey ____! I know you're busy but this awesome house just came out that made me think of you & I know it will not last, call or text me so we can see it, Thanks!
- Warm/Cold Lead - Hey ____, I hope you and the family are doing well! Just reaching out because this great home came out in that neighborhood you like, text me your email so I can send it over when you have the chance. I hope you're enjoying your day!

IG Stories & Polls Ideas for Connecting with Buyer Leads

- Are You Looking to Move in the Next 6 Months?
- What Top 3 Questions Would You Ask a Mortgage Lender if You Were Considering Buying a Home?

Follow Up System for Buyer Leads

- The Market dictates my system in the sense that if something comes out that I know this buyer would have interest in, I'll reach out to them at that time
- Hot Lead - Daily / Every Other Day Contact
- Warm Lead - 1-2x Weekly
- Cold - 1-2x Monthly

Ideas for Connecting with Buyers

- Pop-bys
- Calls, Texts, Emails, DMs, SM Comments, SM Challenges
- Event Invites
- Social Justice Awareness, Self Care Awareness, Mental Health Awareness,
- Community Events, Community Restaurants, Community Parks & Historic Sites
- Market Updates, etc.

Non-Owner occupied system

Phone Script:

Hi,

This is Name, a local (City) REALTOR

I was calling to find out if you still own the property at 123 Easy?

Great, I am curious, with the market being so high right now, have you considered selling the home?

- Perfect
 - Let me ask you is the home currently rented or is it vacant right now?
 - And when will the lease be up?
 - Perfect, Let me do this - And really I don't mind - I'll email you a full price analysis on the home so you can see how much it could sell for in this market, from there, you can decide if selling makes any sense, Does that work?
 - Great, what is the best email for you?
 - Got it, Ill get to work now, and I'll email you the full price analysis this afternoon or this evening.
 - If No I'm not interested in selling,
 - I get it, every investor will sell eventually, would it be crazy to think you'd like a quarterly update on the market here to let you know what's going on?
 - If Grumpy 'No' (trying to hang up)
 - I get it, you want me off the phone as quick as possible, I'd love to add value - so when you do want to sell, you have someone you trust in the area. Would it be crazy to think you'd like a quarterly update on the market here to let you know what's going on?
 - Ill sent this out tonight! Have a great one!
-

Text Script

Text 1: Hi, my name is Name, I am a City area REALTOR, I am wanted to see if you still own the home on ___ in City?

Text 2: With the Market being so hot right now have you considered selling? If so, at what price would you consider selling?

Email Template:

Subject: 123 Easy St – At what price would you consider selling?

Hi, my name is Roland, I am a city area REALTOR, I am wanted to see if you still own the home on ___ in city?

With the Market being so hot right now have you considered selling?

If so, at what price would you consider selling?
