

B BRANDON
MULRENIN
Script Playbook



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FSBO 1.0

- Hi, this is (Brandon) a local Realtor, how are you?
- I saw your house go up for sale, and I know you're selling it on your own which I respect, I was just curious if you're open to working with a buyer's agent if an agent brought you a fully qualified buyer?
- Great, I'm scheduling time to preview all of the homes that hit the market this week (Both listed and FSBO) in the area and before I schedule time to see yours, I just have a few quick questions about the home that I couldn't find anywhere...(Ask something only the homeowner would know) How old is the furnace, roof, windows, do you know when the septic tank was cleaned last?
- Ok Great and have you already moved or do you still live in the home?
- Got it, where are you off to when the home sells?
- Great! I'd like to maybe stop by one day this week and take a quick look at the home before getting to work, are you typically around in the afternoon or are evenings better if I was able to quickly stop by?
- Ok, I'll tentatively put you on my calendar for (tomorrow afternoon right around 3pm) and If I need to change that, I'll let you know, fair enough?
- Perfect, I'll send you a quick email with my resume and contact information, what's the best email usually?
- Perfect, I'll send you a quick email and then I'll plan on seeing the home quickly tomorrow right around (3pm tomorrow)

FSBO 2.0

1. Hi, this is (Brandon) a local Realtor, how are you?
2. I saw your house go up for sale, and I know you're selling it on your own, I was just curious if you're open to working with a buyer's agent if an agent brought you a fully qualified buyer?
3. Ok, great and have you already moved or do you still live in the home?
4. Got it, where are you off to when the home sells?
5. Very cool and with the market being so good right now, I'm sure you'll have no issues selling on your own, if for some reason you can't, are you considering interview aggressive agents to help you get the highest price in the next few weeks or months?
6. Makes sense, well, I'd like to maybe stop by one day this week and take a quick look at the home before getting to work, are you typically around in the afternoon or are evenings better if I was able to quickly stop by?
7. Ok, I'll tentatively put you on my calendar for (tomorrow afternoon right around 3pm) and If I need to change that, I'll let you know, fair enough?
8. Perfect, I'll send you a quick email with my resume and contact information, what's the best email usually?
9. Perfect, I'll send you a quick email and then I'll plan on seeing the home quickly tomorrow right around (3pm tomorrow)

FSBO 3.0

1. Hi, this is (Brandon), I'm a local Realtor, how are you?
2. Great, I saw your home on (Pebble Court) go up for sale and I know you're selling it on your own...
3. I was calling to find out if... for some reason and month or two goes by and you can't sell the home on your own, would you consider interviewing an aggressive agent to help you get the home on the market and get you the highest price?
4. Great, what I'll do is email you details on our FSBO backup plan, take a look at it and let me know what you think and then I'd like to see the home, give you some feedback and when I'm there, I can walk you through the FSBO backup plan in detail, are you typically home in the afternoon or early evenings?
5. Perfect, I could probably stop by to see the home quickly on (Tuesday or Thursday around 3 or 4), what would work better?
6. Perfect, I'll send you an email shortly and I'll plan on seeing you (Thursday at 4), if for some reason that changes, I'll let you know, fair enough?

EXPIRED

1. Hi, this is (Brandon), a local Realtor and I know you're probably have every agent in town calling you right now, am I right?
2. I know that can be super frustrating, and just so you know, I'm not interested in listing your home, I was just curious, you were only asking (\$400,000) for the home?
3. Interesting...what happened?
4. Got it, and did you get any offers at all?
5. Did the agent give you any feedback what he/she thought might have happened?
6. I see...I was wondering, you're not going to do anything unless it made sense BUT, if you had *GOT* the right offer, what where the original plans?
7. I see...and is that *still* the plan if possible?
8. Name...I guess here's my thought, I might be able to stop by the home one day quickly and I can share some *new* information that would cause your home to actually sell because you're not going to do anything unless it makes sense, right?
9. Ok, I can pop by one day, take a look at the home and make some recommendations, and from there you can have information to use for the future if you do ever decide to sell them home again in the future...and then you'll decide what makes the most sense, fair enough?
10. Ok so I'll tentatively put you on my calendar later this week, how's (Wednesday) afternoon? Or I could do (Thursday) evening?
11. Great, I'll plan on seeing you on (Wednesday), I'll send you a quick email with my resume to keep on file, what's the best email?
12. I'll let you know if we need to move the meeting for some reason but I'll plan on seeing you on Wednesday.

OLD EXPIRED

1. Hi, this is (Brandon), a local Realtor, I saw the property on (345 Daniel Lane) was on the market in the past and just curious, are you still the owner?
2. I see...I was wondering, are you still planning to move if you got the right offer and the timing made sense?
3. I see...and let me ask you, what was the original plan when the home was for sale?
4. Ok, and when the home *was* on the market, did you get any offers at all?
5. I'm shocked! Why did your agent say the home didn't sell?
6. You're kidding me...What do *YOU* feel should have been done differently?
7. Got it, well let's do this, I'll email you and keep you in the loop with what's going on with the market and home prices and I'll plan to follow up in a few months, fair enough?
8. Perfect, what's the best email?
9. Great, in the meantime, if something pops up, don't hesitate to reach out to me.

FRBO

- Hi, this is (Brandon), a local Realtor. I saw the property for lease on (321 Main St), is that still available by chance?
- Ok great, I was calling to find out...with how hot the market is right now, if you'd consider selling the home vs. being a landlord, if you could get the right price?
- Ok, and is the home vacant, or is it tenant occupied?
- Got it, well what I can do - and I don't mind - is do a quick analysis on the property, see what you could get for it...and then email you the results for us to go through, would that work?
- And what's usually the best email?
- Ok, I'll do some research, email you what I find and then give you a call to go through the details, fair enough?
- Great, I'll be in touch soon

ABSENTEE OWNER

- Hi this is (Brandon), I'm a local Realtor and I was trying to find out if still own the home on (123 Helen St)?
- Ok, I was curious with the market being so high right now if you'd consider selling the home?
- Great, let me ask you, is the home currently rented or is it vacant right now?
- Ok and do you recall when the lease is up?
- Perfect, let's 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 it make any sense, fair enough?
- Great, what's the best email for you?
- Got it, I'll get to work now and I'll email you the full pricing analysis this afternoon or this evening.

JUST LISTED/SOLD

- Hi, this is (Brandon) a local Realtor, how are you?
- Great, just giving you a call quickly. I/we just listed/sold a home on (321 Rock City Ave) around the block from you and I was curious, there are buyers looking to move in the neighborhood and I wanted to find out if you had considered selling your home if you could get the right price?
- I see, and if you did end up selling, would you stay local or would you relocate?
- Ideally in a perfect world, when would you like to actually make the move?
- Makes sense, well (Bob), what I'd like to do I possibly stop by one day, check out the house and tell you what you could get for it in this market and of course you wouldn't do anything unless it made sense...right?
- Ok and if we did end up getting together, I could stop by in the afternoon, or would evenings be better?
- I've got next (Tuesday open at 3) or would (Thursday at 5 be better)?
- Great, I'll do a little homework before I come and plan on seeing the home Thursday, I'll give you a call just to confirm

WE HAVE BUYERS

- Hi this is (Brandon), a local Realtor, how are you?
- Great, just giving you a quick call. We're working with families looking to move into your neighborhood and I was just curious if you had considered selling your home, if you got the right price?
- I see. And if you did end up selling, would you stay local or would you relocate?
- Ideally, in a perfect world, when would you like to actually make the move?
- Makes sense, well (Name), what I'd like to do I possibly stop by one day, check out the house and tell you what you could get for it in this market and of course you wouldn't do anything unless it made sense...right?
- Ok, and if we did end up getting together, I could stop by in the afternoon, or would evenings be better?
- I've got next (Tuesday open at 3) or would (Thursday at 5) be better?
- Great, I'll do a little homework before I come and plan on seeing the home (Thursday), I'll give you a call just to confirm

LISTING PRESENTATION

PART 1 – Discovery

- We're going to go through a lot, but before we really jump into too deep, I'll like to make sure I'm on the same page, can you walk me through best case scenario with this move and the sale of the home? (Be sure to paraphrase)
- Makes sense, and ideally, when would you like for all of this to happen?
- Got it, now just so I understand and because this is a great home and I love the area, is it an option to just stay here and not sell at all?
- I see...and with all of the moving pieces to selling a home and making a big move, what would you say is your biggest concern right now?
- (Paraphrase what you heard and move on to the next step)

PART 2 - Foreshadow

- So like I mentioned before and as you know, selling this home is going to have a ton of moving pieces and process will have its ups and downs...
- And I'd like to clarify something before we start, if we end up working together, I assume and if I'm wrong please tell me but I assume that you would want me to tell you the absolute truth and shoot you straight more than you want me to get you to like me and try to convince you to list your home with me, am I right? Ok perfect! If you end up liking me later, that just a bonus!
- If we both think it makes sense to work together, my goal is that when it's all done that a few things happen
 - You look back on the experience and say "wow, you did everything you said, you communicated at a high level and this was a great experience"
 - ...
 - So much so that "we would feel comfortable referring you to people we know"
- Because that's the only way we build a long-term relationship is if I do what I say, communicate with you proactively and provide and awesome experience, wouldn't you agree?
- Ok so there's really 3 things we'll go through today...
 - How to get your home sold for the highest price and not only the highest price, but attract buyers to pay you more than what other homes in the area are selling for
 - When the home does sell, how do we ensure that you NET the most money in your pocket bottom line
 - And after we go through my plan of action, we can discuss whether or not it makes sense for us to work together, does that sound fair?

PART 3 – CMA Pricing Presentation – Teaching the seller how to price property (Sell 3 times, The Market, DOM, Active Listing Analysis,

Let's start off with understanding the market and your pricing strategy:

- The home has to sell 3 times in order for you to get paid, having the right pricing strategy will dictate whether we'll be in control of the process or if the buyer will...(Quickly explain Offer, Inspection, Appraisal)
- The first thing to understand, is the current market conditions, what have you heard about the market right now? (Short update...SHORT)
- With that, every decision we make about pricing will be driven off the markets timing which will show us how long it should take us to find the best buyer for your home...(DOM Presentation – Let's pretend you're a potential buyer for this home...)...does all that make sense?
- So, with that, the time goal that we have is 37 days
- If we go over that number, we start to lose leverage and run the risk of becoming stale, we can NEVER let that happen, would you agree?
- The next thing we need to understand is our current competition, we call this an active listing analysis
- Here's how it works...we'll go through each home currently on the market and we'll have our first debate, (haha) and decide "objectively" whether we should be priced higher or lower based on features and benefits, are you ready...? (Go through each one in detail, the price and DOM...we want the seller to really understand the competition and get them to see clearly)
- Each week at our listing update meeting, I'll update you on these properties
- Now, let's go through historical data which is WAY more important. This data tells us what has already happened and what buyer are willing to pay for homes in the area...these are the facts that are not debatable unfortunately
- Go through the sold data in detail
- So with all that, would you agree that when we decide on our price, it has to be the RIGHT price from day one to become the obvious choice?
- Awesome and with that that market is suggesting the home should hit the market at a price around (give some flexibility... this is how you avoid losing a listing for no reason) \$275,000-\$290,000, wouldn't you agree? **(1)**
- Ok now...here's something that I'll go through upfront to again, make sure that we're always on the same page and protect your experience selling this home, one of three things will happen when we enter the marketplace...(Run the 1 of 3 play) all make sense? Any questions?

PART 4 – Value Proposition Presentation

- So anytime a seller looks at hiring an agent to handle this massive process, I believe that the seller takes on a huge risk...why? Because they don't really know what they're getting and can only go off what someone is saying...
- So, I've designed a program to transfer the risk and accountability off of you as the seller and on to me to perform which is the way it should be, would you agree?
- One Day Listing
- Communication Guarantee
- Savvy Seller Program
- Flexible Commission Program
- After going through all of that, do you think this is all fair for you? **(2)**

PART 5 – NET Sheet Presentation

We give 3 scenarios on price, high, middle, low

- So, what we're looking at right now are three worst case scenarios
- There're really only 3 things a seller is responsible for, real estate costs, title and transfer tax, and the rest is covered by the buyer
- So, let's go through this, you'll be looking at real estate costs as a worst-case scenario if we had to pay another real estate agent who brought us a buyer (point to the commission number)
- Now, transfer tax is always .875% of the sales price, which is this number here...
- And the seller is responsible for providing an owner's title policy which is about \$400-\$500 per \$100K in sales price and that's this number here
- With that, here's what you can expect to walk away with in your pocket when this home sells, (point to the number), can you live with this? **(3)**

PART 6 – Plan of Action Presentation

- Awesome, so lets me walk you through the process so you can understand clearly what to expect as we move forward...
- Everything starts with our professional photo shoot (Short explanation) , no typically we get photos back and the listing ready for you to review, 2-3 day after the shoot, so when do you think you could have the house ready for photos? **(4)**
(Right down the date and time)
- Now, once we get everything back, we'll send you the listing to review and approve
- **(Walk the seller through your listing plan – just pick your top 3-5 favorite marketing tactics and go through them in detail, NOT every little thing on your listing presentation)**
- Coming Soon Campaign – I go through my “Active Qualified Buyer Database Program”, “Grand Opening Event”, “Local Market Announcement Program”
- **Walk seller through how showings work in detail and set good expectations....**
- Do you have any questions on any of this? Does it all make sense?
- So, at this point, I'd feel comfortable working with you as I think we see things the same way and I feel like we're on the same page, but before we move forward, what are your thoughts about working together? **(4)**
- Perfect, well, let's go ahead and get some paperwork completed and then I can get to work, let's start with the seller disclosure statements...

PART 7 – Listing Paperwork Presentation

- You must know each document in great detail and be able to walk the seller through them without stumbling

PRICING EXPECTATIONS (1 of 3)

- Now 1 of 3 things will happen once we hit the market...
- #1, we're looking for a ton of traffic and buyer interest right away which should produce the offer we're looking for...
- #2, if we get the traffic we're looking for, but no offers, it simply means we're slightly off in price...
- And lastly, if we get no traffic or very little after being on the market for 3-4 weeks, we know we're outside the market and will have to improve our price, does that make sense?

REDUCTION (ADJUSTMENT/IMPROVE)

- Hi (Seller Name), I just wanted to give you a quick update where things are at...
- We've now been on the market for 40 days; we've had 20 showings and obviously no offers...
- Do you remember when we first met, we talked about 1 of 3 things happening?
- So based on the market feedback, I'd recommend we go ahead and improve our price by adjusting it to (Price) so we can get the offer we're looking for, would you agree?
- Perfect, we'll make the change now and the home will re-enter the market as a new listing and we should start to get traffic from a whole new buyer pool

GAINING AGREEMENT

The skill of gaining agreement should be used when you're making a statement to a prospect or client. This will ensure you and the other person are on the same page without pausing and waiting for affirmation that you won't ever get. The statement or phrase you use should be something the other person would most likely not disagree with.

Example: One of the things we'll focus on is obviously selling the home for the highest price but more importantly is ensuring you walk away with the most money in your pocket, which is what you want, am I right?

Gaining Agreement Examples:

- Am I right?
- Make sense?
- Fair enough?
- ...Right?
- Wouldn't you agree?
- Is that unreasonable?
- That's reasonable...right?

TRANSITIONS AND SETTING THE FACE-TO-FACE APPOINTMENTS & FOLLOW UP

Process:

- Create an extreme statement that the prospect is most likely thinking anyway vs. going after what traditional sales people are after. (Appointment, listing, sale, email, etc.)
 - Use gaining agreement to solidify that you and the prospect see things the same way
 - Take away the threat decision
 - Create a “reasonable” proposal that the prospect can agree to
1. Hi (Bob), it's (Brandon with XYZ), Realty, how'd the weekend go, any offers come in?
 2. Got it, and did anything come up over the weekend that I could help answer or provide clarity with?
 3. Sounds good and before I let you go, I was just thinking and curious, is there anything that you've been considering doing in order to get more buyers through the home?
(We need to wait and listen to this answer to determine if we will try to set a listing consultation or maybe offer our 1-Day open house)
 4. When we meet, I'll show you NEW information for you to consider and then you can decide what makes sense, fair enough?
 5. Because you're not going to do anything unless it makes sense...right?
 6. Let's do this, I'll stop by one day, give you some recommendations for you to consider and then we can discuss what makes the most sense for you moving forward, does that sound reasonable?
 7. Regardless if you decide to sell your home now or in the future, I'll stop by and share NEW information that would cause your home to actually sell and from there you can decide what makes the most sense, is that unreasonable?
 8. If I can show you a way where you can get the highest price for your home and net the money you need in your pocket regardless if you hire me or someone else, you'd be open to that...right?
 9. That makes sense, surely, you're going to try and sell your home on your own for a while before looking at other options, right?

10. I guess what I would purpose - and I don't mind - is that we get together briefly one day this week. I'll share some new information with you that would cause your home to actually sell and then you can decide what make sense for you in the future because you're not going to do anything unless it makes sense, right?
11. I guess what I would purpose and I don't mind, maybe we get together one day this week to go through some new information for you to consider for down the road, because surely, you're not ready to do anything right now, right?
12. But surely, you'd consider working with an agent who brought you a fully qualified buyer if they gave you a great offer, right?
13. Surely, you're going to consider all options before making a decision this big, right?
14. Why don't we do this, I can possibly stop by one day this week to take a look at the home quickly to see what you have before getting to work, I might be able to do something later today or would tomorrow afternoon work better?
15. I don't think we should agree to do anything right now...
16. Before we talk about whether or not it makes sense to work together...
17. Regardless if we end up working together...
18. Why don't we do this, I don't think we should agree to do anything right now but let's get together one day this week and I'll share some information that will cause your home to sell at a price that will get you the money you need net bottom line in your pocket and from there you can have some options to consider...because...(Laura)...really...you're not going to do anything unless it makes sense...right? Ok I could probably meet you on (Wednesday) afternoon, or possibly (Friday) evening...which works better? Ok sounds good and If for some reason I need to change that, I'll let you know, fair enough?

CONVERSATION WORDS

- Typically
- Usually
- Consider Vs. Making a Decision
- Interviewing Vs. Listing Your Home with Me
- 100%
- Certainty
- Communication
- Aggressive Agent
- Feedback
- Reasonable
- Unreasonable

OPEN HOUSE INITIATION CIRCLE PROSPECTING

1. Hi, (Bob)?
2. (Bob), its Brandon with Real Estate One, I just had a quick second, but I wanted to invite you to our open house event at the house over on smith st, do you know where that's at?
3. Ok great, it's from (12-2 on Saturday) and I wanted to personally invite you because I'd love for you to come take a look and let me know what you think of the home, do you think you can stop by quickly?
4. Perfect, I'll send you a quick email with the property details and the photos, what's the best email typically?
5. Great, well I hope so see you (Saturday) Do you have any questions about the market that I can answer right now?
6. No, ok talk soon!

HANDLING RESISTANCE

1. We don't overcome objections; we agree with them.
2. The process:
 - a. Agree 100% with their position
 - b. Sympathize with it
 - c. Gain agreement
 - d. Pivot to another question

ONLINE BUYER LEAD

1. Hi, (Bob)?
2. Hi, this is (Brandon), a local Realtor, I saw that you had inquired about the property on (123 Main St)/Homes in the Rochester area and wanted to find out, have you seen any homes that really interest you?
3. Got it! Well, what I can do and I don't mind, is email you some homes to review that have just hit the market that might be perfect for you that no other buyers have seen yet, I have (bob@bob.com), is that the best email I should use?
4. Great, now let me quickly ask, what areas are you considering?
5. What must your new home have before you consider purchasing?
6. Ideally, what price range are you looking in?
7. Have you been pre-approved for that amount just yet?
8. Awesome! Before I let you go, have you committed to working with a Realtor to help you find your next home or are you open to interviewing me to help you through this process?
9. Great! Why don't we plan to meet one day this week so that I can help you gain access to the best properties before any other buyers, are you typically free to meet in the afternoon or early evenings?
10. Ok, I have (Tuesday at 3 or Thursday at 5pm), which works better for you?
11. Perfect, let's plan on meeting for about 30 min or so, I'll educate you on the current market and we can start to get to working finding your next home right away, sound fair?

OPEN HOUSE

1. Welcome!
2. Please take a minute to sign in...
3. So, are you out shopping for a home or do you happen to live in the area?
4. Got it, well take a look around and let me know what you think...
5. So, what do you think of the home?
6. Great feedback, thank you
7. Before you go, would you be offended if I emailed you other homes just like this that you might like? (Buyer)
8. Before you go, would you be offended if I emailed you once this home sold so you know how it could impact the value of your home? (Seller)