

H O M E W O R K

S C R I P T S

D A Y 9 O F 60

**60 DAY  
CHALLENGE**

— | JIMMY REX | —

# The Listing Presentation

1. **The Front Door Greeting:** (greeting)... thank you for having me over... it looks like you have a great home... would you mind if I set my things down on the kitchen table so we can take a look at the home?
2. **Buyer's Eyes:** (name)... this first time through the home it is important that I see the home the way a buyer would the first time... a buyer will spend about 10 minutes getting a feel for the home and comparing it to others they've seen...
3. **Leverage Questions:**
  - a. When the home sells, where are you planning to go next?
  - b. Tell me more about why you'd like to sell your home...
  - c. How soon would you like to have the home sold... closed... and moved in the next home?
  - d. How much would you like to list your home for tonight?
  - e. How much do you owe on the property?
  - f. Have you ever considered owner financing or did you want to get your cash out?
  - g. Do you have to sell this home... or are there any other options? Have you considered renting the home?
  - h. Can I be 100% honest with you even if you may not like what I have to say? I know it sounds like a silly question but you'd be amazed at how many agents will tell you whatever you want to hear just to get your listing.
  - i. Do you know why an agent might do that? If they get your listing... at any price... with any terms... at any commission... they will pick up buyer calls off the sign and from open houses and make a lot of money even if your home never sells...
  - j. Is your goal to "list" home or actually "sell" the home? Great... mine too.
  - k. (Name)\_\_\_\_\_ what are you looking for in a real estate agent? How will you decide which agent is the best for the job of selling your home?

4. When we are finished, one of three things will happen... you'll list your home with me... you may chose not to list you home with me and that is OK... or I may decided not to take the listing... fair enough?
5. There are just two issues we need to look at tonight. First the current market condition and the value of your home. Second, what we do at (company) to actually get listing SOLD in a market like this... Let's start with the market.
6. **The Market:** (name) How familiar are you with the condition of today's real estate market? Then, I'm sure you know the market has changed. The number of homes for sale has made the market much more competitive and prices are down but the good news is that there are still a lot of buyers purchasing homes every month!
  - a. Right now there are (total inventory) \_\_\_\_\_ homes for sale. We will look at your price range specifically in just a moment.
  - b. The good news is that in the last 30 days, (new pending last month)\_\_\_\_\_ buyers actually purchased a home. How many buyers does it take to buy your home... just one, right?
7. **Pricing Presentation:** (name) let's talk about how much your home is worth in today's market. Are you familiar how buyers purchase homes? They will choose to make an offer on a home by comparison shopping... just like you would. They will look at all the homes for sale in their price range and make an offer on the one that offers the most value for the money... right? The reality of today's market is that there aren't nearly enough buyers for all the homes for sale... let's look at your price range...
8. Right now, there are (number of active listing in price range)\_\_\_\_\_ homes for sale from (price range)\_\_\_\_\_ to \_\_\_\_\_ right here in (geographic area)\_\_\_\_\_. There homes would be our competition for a buyer looking for a home in this price range.

9. The question becomes... how many buyers are actually purchasing homes in this price range each month? We know how many homes are for sale but how many buyers are there for those homes?
- (name)\_\_\_\_\_ in month of (last month)\_\_\_\_\_ there were (new pending in price range/geographic area)\_\_\_\_\_ buyers that purchased a home. In (two months ago)\_\_\_\_\_ there were \_\_\_\_\_ buyers that purchased a home and (three months ago)\_\_\_\_\_ there were \_\_\_\_\_.
  - It looks like there are between \_\_\_\_\_ and \_\_\_\_\_ buyers that will purchase a home in this price range each month. Do you see the challenge? With only \_\_\_\_\_ buyers per month purchasing a home and (total inventory from #8)\_\_\_\_\_ homes available, we need to make sure we are in the top \_\_\_\_\_. Does that make sense?
10. **The Best Actives:** (name)\_\_\_\_\_ Let's take a look at some of the homes you'd be competing with if were to list your home at the "top end" of the price range.
- Show the full detailed view of the BEST 5 listings in the entire price range so they can see why the home will not sell if they overprice the home.** (name)\_\_\_\_\_ If you were a buyer and you looked at these five homes and your home for the same exact price, which one would you make an offer on? What price do you feel we should put on the home in order to make yours one of the top 5 in the price range?
  - Now show the most recent comps to justify value.** Most real estate agents will tell you that your home is only worth \_\_\_\_\_ because homes like yours are selling for \_\_\_\_\_. The reality is that homes like yours are selling for \_\_\_\_\_ because for (top end price)\_\_\_\_\_ buyers have options that are bigger, newer and offer more features and benefits. Does that make sense? I'm going to recommend a price of \_\_\_\_\_, will you list your home at that price tonight?

**Next... go to the Plan of Action... if Necessary!**

**11. Plan of Action:** (name)\_\_\_\_\_ with literally only 1 out of every (monthly supply of homes)\_\_\_\_\_ selling each month the odds are stacked against us. There was a time when simply putting the home in MLS would cause it to sell but in today's market we need to be very proactive if we expect to sell the home. Let me show you what we do in a market like this to ensure the home actually sells.

**1. List Your Property with The Local Multiple Listings Service**

- Within 24 hours, every real estate agent in the Greater \_\_\_\_\_ Area, including all \_\_\_\_\_ Realtors, will have access to information about your home for to share with their potential buyers! 95% of potential buyers are already actively working with an agent searching for a home so based on the price we looked at and being in the top 5... this may create an immediate sale. If the home sells quickly, will that present a problem?

**2. Promote Your Home to the Top \_\_\_\_\_ Realtors in \_\_\_\_\_**

- I will continually promote your home to the top agents in \_\_\_\_\_ This will maximize the number of times the home gets shown to potential buyers thus increasing the chance of getting qualified offers. There are so many homes for sale that I need to make sure the best agents don't forget to show your home every time they have a buyer in the price range.

**3. Expose Your Home to the Sales & Marketing Team at (your company)\_\_\_\_\_**

- Our office works as a team of aggressive agents. We work together to get our listings SOLD. \_\_\_\_\_ agents are known nationwide as the top- producing agents in the industry and the performance of the (your location)\_\_\_\_\_ office is no exception. (Add more company stuff here like your referral division, RELO division, market share... etc.)

**4. Tour Your Property with our Sales & Marketing Team**

- We are working with buyers right now! Getting our team into your home as quickly as possible may create an immediate sale! (name)\_\_\_\_\_ our tour is on (day)\_\_\_\_\_ can you have the home ready to show by then or should be schedule that for next week?

## **5. Expose Your Home on the World Wide Web**

- The majority of potential buyers begin their home search online. (company)\_\_\_\_\_.com, (Realtor)\_\_\_\_\_.com & (others)\_\_\_\_\_.com... attract hundreds of buyers every single day. As the only (company) \_\_\_\_\_ office in (area) \_\_\_\_\_, our office receives all the leads. We will qualify these buyers and then show them our listings. The majority of the buyers moving into \_\_\_\_\_ are from other areas and only a \_\_\_\_\_ wide company like (company)\_\_\_\_\_ has access to a pipeline of buyers coming into our office from all over the (area)\_\_\_\_\_

## **6. Provide Additional Exposure through our 800 Info Home Line**

- Potential buyers want information immediately. A description of the features and benefits of your home are immediately available while the buyer is in front of your home to grab their attention and cause them to want to see the home.
- The system immediately pages me with the name and phone number of the potential buyer. While they are still looking at the home, I will call and set up an appointment to see the home. Timing is critical! Other agents may have a similar service but speed of calling a buyer back and the follow up required to get them pre qualified and into your home may be the reason your home sells before they call on another listing up the street. Can you see that having an aggressive agent can be a real advantage in something as simple as handling a sign call? Again, with only 1 out of \_\_\_\_\_ homes for sale actually selling each month... do you think you need every advantage you can get in today's market?

## **7. Provide Honest, Professional Advice Regarding the Market-m Commission Objection**

- Many agents will tell you what you want to hear instead of the truth. I will tell you exactly what it will take to sell your home in today's market. It is that simple! Do you know why an agent might tell you what you want to hear about the price of your home or even cut their commission just to get your listing? It is simple really... a great listing, in a nice neighborhood, will cause the real estate agent's phone to ring off the hook with sign and ad calls? These are potential buyers looking for a home. 99% of these buyers will not purchase the home they called about! Do you know how much commission that real estate agent can make if they go ahead and sell that buyer another home? A full two and a half or three percent! In truth, an agent can make a lot of money getting buyer calls off of their listing inventory even if they don't sell the listings or make any commission at all on the listing side. This is how most discount commission companies stay in business. They are not working hard to actually sell their listings.

## **8. Actively Prospect for Potential Buyers**

- There are two ways to find buyers... an agent can sit in the office "wait" for a buyer to call in or they go out in the field and "find" a buyer.
- I spend 2 hours every day actively looking for buyers for my listings and homes for my buyers! This pro-active approach is the reason we are successful in selling our listing in this type of market.
- I will contact my past clients, my centers of influence, private sellers, the streets around my listings and my database of leads virtually non stop until the home is sold!

## **9. Pre-Qualify All Potential Buyers**

- All buyers are screened based on their motivation to purchase a home and their financial ability to purchase a home. Your home will be shown only to qualified buyers which will help the home sell faster and at the highest possible price.

#### **10. Communication is Key**

- The single biggest complaint we hear everyday is that after listing the home the seller “never heard from their agent!”
- I will communicate all the activities related to the sale of your home on a week- to-week basis. You will be able make decisions with confidence based on conversations about the market, the feedback we get from brokers and buyers as well as our marketing efforts. I communicate with all my sellers on Friday afternoon between 3:00 and 5:00. If I were to call you on Friday afternoons, would I reach you at home or at work?

#### **11. Negotiate the Best Possible Price**

- Again, in today’s market, most of the homes listed “for sale” do not sell month in and month out. Negotiating starts with strategies designed to get offers from potential buyers.
- Negotiating then requires a balance between working a buyer up from their original offer price while keeping them interested in your home. Buyers have many choices and if your agent is not experienced with offer negotiation, the buyer can be lost during the negotiating process
- In most cases, the negotiation process may impact up to 5% of the homes value. (give your best real example of a winning negotiation)

#### **12. Coordinate All Closing Activities**

- I will coordinate all the activities required to actually close the real estate transaction. This includes following up with the closing attorney’s, real estate agents, mortgage companies, home inspectors, surveyors, contractors, pest control professionals and many others.
- Aggressive management of the details ensures the transaction closes on time!

#### **13. Deliver Your Check at the Closing!**

- This is the step that really matters, isn’t it? (name)\_\_\_\_\_ do you believe I can get your home sold? I agree. Let me show you how simple this is. This is a standard listing agreement... (assumptive close)

# Objection: All Agents Are The Same

1. (Repeat) I understand why you feel that way... a lot of people feel the same way...
2. How familiar are you with the condition of today's real estate market?
  - a. As you know, there aren't NEARLY enough buyers for all the homes listed for sale... In fact, only 1 out of every \_\_\_\_\_ homes LISTED in MLS will actually sell each month?
  - b. Does it surprise you to know that most of the homes LISTED for sale do not sell month in and month out?
  - c. (Name) The agents who are getting their listings SOLD in today's market are obviously doing something different... Are you familiar with the techniques we use to actually get homes SOLD in this type of high inventory market?

# For Sale By Owner

1. Hi... may I speak with the owner of the home for sale?
2. Great... whom am I speaking with?
3. Hi (first name) \_\_\_\_\_... this is \_\_\_\_\_ with \_\_\_\_\_ real estate.... I was wondering if I could ask you a few QUICK questions about your home... would that be OK?

I do respect the fact that you are selling the home on your own...

4. Are you co-operating with brokers if we had a buyer for the home?
5. When the home sells... where were you planning to go next... were you staying local or leaving the area? (First name) \_\_\_\_\_... How soon were you hoping to be there?
6. How much are you asking for the home?
7. If a buyer were to make an offer, is there any flexibility in the price?

If there were a financial benefit to working with a broker, would you consider that option?

8. How long have you been trying to sell the home?
9. (First name) \_\_\_\_\_, ... If the home doesn't sell... How long will you try it on your own before you... CONSIDER... hiring an agent to find a buyer for you?

# “HOT” Market Cold Calling

1. Hi (first name)... this is \_\_\_\_\_ with \_\_\_\_\_ real estate....
2. I'm just calling through the neighborhood because we are working with a few very specific buyers looking for a home and there SIMPLY aren't enough homes for sale...
3. Do you know ANYONE at all that might consider selling if they were to get a great price?
4. What about you... have you ever considered selling your home?

# Pre-Qualifying Script

1. When the home sells, where are you planning to go next?
2. How soon would you like to have the home sold... closed... and moved in the next home?
3. As long as you are sure I'm the right agent for the job... Did you have an asking price in mind? How much do you want to list the home for?
4. Is there any negotiation room in that price?
5. If you got a cash offer with an ideal closing, what price wouldn't you go below?
6. How much do you owe on the property?
7. Have you considered owner financing or did you need to cash out?
8. Do you have to sell this home... or are there any other options?
9. Have you considered renting the home?
10. Have you considered selling the home yourself?
11. What will you do if the home doesn't sell?
12. Is your goal to "list" home or actually "sell" the home? Great! Mine too.
13. Are you interviewing any other agents for the job of selling your home?
14. (Name) \_\_\_\_\_ would you do me a favor? ...Would you tell your \_\_\_\_\_ (husband/wife) that the agent that is coming over on \_\_\_\_\_ (appointment time) actually knows how to sell homes in this market... and I will show you exactly what it will take to make sure you \_\_\_\_\_ (affirm motivation)

# Objection: We Will Rent Our Home

1. (Repeat) OK, so renting the home is a great option... I understand, a lot of sellers have decided to go in that direction.
2. But Have you ever rented a home before... do you have much experience being a landlord?
3. Have you considered some of the challenges with renting the home?
  - a. Finding qualified renters...
  - b. Collecting the rent... and on time...
  - c. Dealing with problems and repairs... (Tell a true story)
  - d. Destruction of the property...
4. Are you clear that you'd need to rent the home for at least two or three years?
  - a. We are at least 12 to 18 months away from the bottom and then we will need another 12 to 18 months to sell off the excess inventory before we will even begin see prices going up again.
5. Don't you think it might be better for you and your family just to accept reality now and move on with your life?

# Objection: Wait Until Spring

1. (Repeat) OK, so you are thinking about waiting until spring... I understand... A lot of sellers have decided to go in that direction.
2. What were you hoping to accomplish by waiting until spring?
3. How familiar are you with the condition of today's real estate market?
  - a. As you know, the listing inventory has continued to increase and if there are actually more new listings... there are new buyers in the spring.... what kind of impact do you think that will have on prices?
  - b. (Name) Right now we have a \_\_\_\_\_ month supply of inventory... that means if not a single home were listed in the next \_\_\_\_\_ we have enough inventory to last until \_\_\_\_\_ (month)... considering that fact that more homes are coming on the market than actually selling each month... what are the chances the market will appreciate in the spring?
    - i. If they say something like "it will be better..." Is that wishful thinking... or do you have a reason to believe that?
4. Other Arguments...
  - a. Everyone has the same idea you do... they plan to list their home in the spring... we are actually going to see a SURGE of new inventory in the spring and that will cause prices to drop even further, won't it?
  - b. When we were in a cycle of appreciation, did we ever see prices reverse and come down during the winter? Now that we are in a correction cycle, what makes you think the market will reverse and appreciate in the spring?

# Calling Expired Listing

1. Hi, I'm looking for (first name) \_\_\_\_\_... Hi (first name)... this is \_\_\_\_\_ with \_\_\_\_\_ real estate....
2. I noticed that your home has come off the market?
3. Did you sell the home or is it still available?
4. (First name) \_\_\_\_\_ ...what do you think stopped your home from selling?
5. (First name) \_\_\_\_\_... Did you know that there were \_\_\_\_\_ sales in the last 90 days right here in (city/county)
6. How did you happen to pick your last agent?
7. If the home HAD sold, where were you planning to go next?
8. (First name) \_\_\_\_\_... How soon were you hoping to be there?
9. I will actually sell more homes in next (30) days than most agents will sell in an entire year... I only share that because... (go to #9)
9. I'd like to apply for the job of selling your home...?
10. (First name) \_\_\_\_\_ When would be a good time for me to see your home so I can tell you exactly what it would take to get it sold in next 30 to 60 days... would Tuesday at \_\_\_\_\_ or would Wednesday at \_\_\_\_\_ be better?

# Objection: Do you have a buyer?

OR: If you have a buyer bring them to the house...

OR: If you have a buyer we are willing to pay a commission...

1. (Repeat) ... So if we had a buyer you'd be willing to move forward... Great... I appreciate that.
2. (First name) How familiar are you with the condition of today's real estate market?
  - a. As you know, there aren't NEARLY enough buyers for all the homes listed for sale... In fact, only 1 out of every \_\_\_\_\_ homes LISTED in MLS will actually sell each month?
  - b. If you hired me to go out and FIND a buyer it could take up to three months of aggressively marketing you home... just to FIND even ONE buyer that will make a reasonable offer... in today's market...
  - c. Does it surprise you to know that most of the homes LISTED for sale do not sell month in and month out?
  - d. Are you familiar with the techniques we use to actually get homes sold in this type of high inventory market?

# Expired Voice Mail

(Day 1)... Hello \_\_\_\_\_ it's \_\_\_\_\_ with \_\_\_\_\_ Real Estate... I wanted to talk to you about your home for sale... I really do need to ask you a few quick questions so it is important so call me as soon as you get this message at \_\_\_\_\_ ... again my number is \_\_\_\_\_.

(Day 2)... Hello \_\_\_\_\_ it's \_\_\_\_\_ again... I'm still trying to touch base with you... I really need to talk to you about your home that was for sale! I know you're probably getting a lot of calls from Realtors but I really do need to talk to you... so please give me a call as soon as you get this message... my number is \_\_\_\_\_

(Day 4)(skip a day)... Hello \_\_\_\_\_ it's \_\_\_\_\_ again... yeah... I guess I'm persistent... this is the third time I've called... but it is important that I speak to you... would you please give me a call at \_\_\_\_\_ ... I need to ask you a few quick questions about your home.

(Day 5)... Hello \_\_\_\_\_ it's \_\_\_\_\_ again... I guess we're on call #4... you pop up on my computer every day and until we have a chance to talk I'm not sure what to do so I need to ask you just a few quick questions about your home... so please give me a call as soon as you get this message... my number is \_\_\_\_\_

(The following week)... Hello \_\_\_\_\_ it's \_\_\_\_\_ again... we're into week 2 now and I see you still haven't re-listed your home... and I do want to talk to you about whether or not you're still willing to sell the home or at least still willing to cooperate if we had buyers for the property... in either case... please give me a call as soon as you get this message... my number is \_\_\_\_\_

(The following week)... Hello \_\_\_\_\_ it's \_\_\_\_\_ again... that persistent agent that keep calling... listen I'm sure if you 'd had an agent like myself the first time... you wouldn't have been in this situation... you would have sold the home already! I do specialize in selling homes other agents could not sell and I need to talk to you... I don't want to assume you don't want to sell simply because you haven't called me back... please give me a call as soon as you get this message... my number is \_\_\_\_\_

(The final message)... Hello \_\_\_\_\_ it's \_\_\_\_\_ again... you probably know the voice by now... I don't want to bother you... and I certainly don't want to be a pest. This will be the last message I

leave for you.... but I did want to let you know that if you really want to sell your home then we need to talk and although I'm not going to call back if you get this message and selling is important definitely give me a call back and we can discuss your options... my number is \_\_\_\_\_

# Expired Listing - Voicemail

(Day 1)... Hello \_\_\_\_\_ it's \_\_\_\_\_ with \_\_\_\_\_ Real Estate... Listen... I really need to talk to you about your home for sale... I really do need to ask you a few quick questions so it is important so call me as soon as you get this message at \_\_\_\_\_ ... again my number is \_\_\_\_\_.

(Day 2)... Hello \_\_\_\_\_ it's \_\_\_\_\_ again... I'm still trying to touch base with you... I really need to talk to you about your home that was for sale! I know you're probably getting a lot of calls from Realtors but I really do need to talk to you... so please give me a call as soon as you get this message... my number is \_\_\_\_\_

(Day 3)... Hello \_\_\_\_\_ it's \_\_\_\_\_ again... yeah... I guess I'm persistent... this is the third time I've called... but it is important that I speak to you... In the last 90 days \_\_\_\_\_ buyers purchased a home and the market is still active... I'm sure I can sell your home... would you please give me a call at \_\_\_\_\_... I need to ask you a few quick questions about you home.

(Day 5)... Hello \_\_\_\_\_ it's \_\_\_\_\_ again... I guess we're on call #4... you pop up on my computer every day and until we have a chance to talk... I'm going to sell more homes in the next (30) days than most agents will sell in an entire year... so please give me a call as soon as you get this message and I will show you exactly what it would take to sell your home if you still want to move... my number is \_\_\_\_\_

(The following week)... Hello \_\_\_\_\_ it's \_\_\_\_\_ again... we're into week 2 now and I see you still haven't re-listed your home... and I do want to talk to you about whether or not you're still willing to sell the home or at least still willing to cooperate if we had buyers for the property... in either case... please give me a call as soon as you get this message... my number is \_\_\_\_\_

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