



## PLC 101 Activity 1 Listing Appointment Script

### REAL – Rapport, Engage, Advise, List

#### Rapport

Agent: Mr. and Mrs. AB, I just want to thank you for giving me the opportunity to meet you face to face.

Walk directly to their kitchen table and put your stuff down. Don't sit...

Agent: Would you take me through the property?

Enthusiastically praise their home with ooohs and aahs.

Agent: Oh, this feature is lovely! . . . Look at that workmanship! . . . Did you decorate yourselves? . . . Did you have that custom built? . . . Wow, this place certainly is roomy!

Try to get all decision makers to take the tour. Take your time, forget about the rest of the steps, and genuinely get to know and build rapport with the homeowners.

#### Engage

Sit down at the kitchen table and ask questions about what they are trying to accomplish.

Keep the conversation two sided and use some or all of the following questions:

- So where are you folks moving to? Why there?
- Have you looked at any houses yet in the area where you're moving to?
- In what price range are you looking?
- How long have you lived in this current house?
- When do you want to make this move by?
- Have you ever sold a home before? When was that?
- Did you ever work with an agent before in either buying or selling a home? (This is an important question, because if they say "yes," you can make an interesting point: they worked with an agent to buy their home, but when they're trying to sell it, they want to do it on their own to save the commission. Be sure just to hint at this; anything more explicit could be construed as an accusation.)

For example:

Owner: Yes, we bought our house in Florida through an agent.

Agent: Oh—interesting. You bought through an agent but now you're trying to do this on your own.)

If you were to hire an agent, what characteristics would you look for?

What is the next step in your marketing plan? (This question will often stump them, because homeowners don't usually have a marketing plan. Their "marketing plan" consists of just putting an ad

in the paper. Whereas with you, you'll share your detailed, legitimate marketing plan.)

What is most important to you? Is it price or time? (Nine times out of 10, the answer will be "price." Then you'll get the opportunity to demonstrate that price might not always be the most important thing. For example:

Owner: Well, of course, price is most important.

Agent: So, let me just get clear on something. If it took you six months to sell your house in order to get your price, would that be okay?

Seller: Oh, no! No. We can't wait six months. We want to get down to Florida in the next three months.

Agent: So, in other words, Mr. and Mrs. AB, time is most important. I do understand you don't want to give the house away and there's a certain number that you need to get to make this move work, but it's got to happen within the three months. Is that right?)

The last question to ask will help you segue from Step 2 to Step 3.

Let me ask you Mr. and Mrs. AB, if I could help you get to \$250,000 with the monies that you need to make this move a success, would that be of interest to you? (That's a simple question—and a great one. They'll almost always say, "Well, yeah, if you can get us what we need and get us to \$250,000, we'd be interested in working with you in some fashion. But we're not listing")

## **Advising**

Use the Better Homes Listing Presentation to guide your conversation. Have the presentation printed in a book to review.

Four steps in the presentation

1. Your credentials
  - a. Real Estate License
  - b. Realtor® certificate
  - c. Certificates Earned
  - d. Community Activities
  - e. Code of Ethics
2. Company Information
  - a. Company Mission Statement
  - b. Staff or Office Pictures
3. Marketing Plan
  - a. The tools and techniques used to sell a property.
  - b. Include all visual samples
4. Miscellaneous information

Explain why you are different and better while providing value that they cannot do selling themselves or with a different agent.

Script if another agent has failed:

Seller: We've tried working with agents before, it didn't work. We tried multiple listing.

Agent: If I were to take two licensed builders, they both basically have the same tools at their disposal.

They have hammers, screwdrivers, and nails. If you gave these two different builders the same tools, you're going to get two different results. Why? Because they will use the tools in different ways. Some will do it better than others. But if one house comes out shoddy and the other one comes out great, you don't blame the hammer, the screwdriver, or the nails. So, all real estate agents that belong to our Board of Realtors basically have the same resources to get a property sold, but how they use those resources is where the uniqueness comes in.

## **FEA**

Feature

Make a statement about what you will do to market the property.

Explain

What the marketing entails.

Advantage

Why using your time-proven techniques to get the property sold as quickly as you can and at the price that the sellers are asking for it.

How you would present the Multiple Listing Service using FEA:

Agent: Mr. and Mrs. AB, one of the reasons why homeowners selling on their own won't sell for as much as we can as real estate agents is because of the Multiple Listing Service. Are you familiar with it? (This takes care of the Feature part.)

Seller: No. (It doesn't matter whether the answer is "no" or "yes," continue anyway.)

Agent: You see, when you hire an agent, they'll put your home on the Multiple Listing Service. Immediately all of the members of our Board will now know that your house is for sale. So if we have a thousand members, that's a thousand agents already aware of your property; it's a very powerful tool. (That takes care of the Explain part.)

Seller: Sounds impressive.

Now to move on to the all-important Advantage.

Agent: Now, the type of buyer that you want to attract is obviously somebody who can afford your house, correct? The person or people you have in mind are no doubt going to be based on the type of home you are selling. Most likely the people you are picturing are a married couple, with perhaps one or two children. This married couple will both be working, probably Monday through Friday, nine to five. That type of financially secure, serious buyer will not have the time to look in the paper, circle ads, and call homeowners directly to make their own appointments. That process is very cumbersome.

Seller : I hadn't thought of that.

"Agent: The same thing applies to the employer who wants to hire somebody. There are two ways to do it. The employer can either place the ad him- or herself and do all the interviews, or that person can just hire an employment agency to do the research and send the best of the best. You get what you pay for. Okay, so the type of buyers that you want, they're not going to have the time to scour through ads, circle the ones that interest them, and make appointments to check out the properties. It's easier for them to go to an agent and say, "I want this type of property. . . . I'm looking for these features. . . . I'm interested in these things. When you find all these things, call me."

At this point, that agent they hired to find them their house goes to the list of available homes. Now, Mr.

and Mrs. AB, let me show you this List. Each line represents one house for sale, so there are about 30 homes on each page. . . .

Read through some MLS printouts from their neighborhood with them. Say things like, "Look at this," "This is great," "Check this out," and so on. Pique their interest:

Agent: . . . Now here's what happens. The buyer says, "I want this, this, and this," and the agent goes to the List to look for that house. Now when they go to the List, Mr. and Mrs. AB, do you know what they don't see?

Seller : What?

Agent: They don't see your house. In my opinion, by you not being on the List, it's like you're not even on the market. Bear in mind, I'm not saying this because I want you to list with me. As a matter of fact, if you don't feel good about me, I don't want you to hire me. What I am trying to communicate is that this is one of the most powerful tools that an agent brings to the table for you, and if you don't feel good about me, then I encourage you to find another agent, because you need to get on the List.

You see that the type of buyers who go to an agent are the type of buyers who are committed to buying a house. They know that the agents have the majority of the homes for sale. The type of buyers who will go through the headaches and troubles of cutting out ads and making their own appointments are the ones who are more committed to saving money. The buyers who work with an agent know they may be paying top dollar, because they know there's a commission built into the price, but they don't care about that. They care about finding the right home. They're more committed to finding a house that works for them than trying to save money.

So, the people advertising on their own, the type of buyers they are attracting are more of the thrifty kind, who are looking to save a nickel. What happens with these folks is that, no matter what you are asking, they are always trying to want to talk you down in price.

Seller : We've had a lot of those lately.

Agent: No doubt you have. So, do you see the advantage of the Multiple Listing Service and getting on the List? Once you get on the List, the agent's job is to make sure that your house jumps out from all the other homes that are currently for sale. Now, here's how I do it. The next thing we do is the broker's open house. . .

Continually validate the power of each particular marketing tool that you mention. Make the homeowner feel as though they NEED your services.

Review price by reviewing MLS listings. Only use sold listings as to not inflate the price in the homeowners mind. Up to 7 listings

Script:

Agent: Here's a house similar to yours that sold for \$315,000 in two months. . . . Here's another one that sold for \$310,000 in just three weeks. . . . This beauty sold for \$320,000 in about a month. . . . This one for just under \$315,000 was on the market for just a short time, about a week, I think. . . . And this house for \$305,000 was snapped up in a few days.

Script:

Agent: Mr. and Mrs. AB, I just spent the past hour or so talking about what we need to do to market

your house for sale. At this point, it's important that we choose the correct price to put it on the market at. Let me explain why. Let's say that we ask more for the house than what it's worth. In this example, let's say we ask \$500,000 and some silly buyer comes along and pays that high price. What now happens is the buyer goes to the bank and asks for money. The bank sends out an appraiser to make sure that the property is a good investment. The bank appraiser says, "Oh, my gosh, it's not worth \$500,000." The bank appraiser tells the bank, the bank tells the buyers, and all of a sudden the deal falls apart.

The real drawback of this whole process is that it may take a month to a month and a half to happen. So, what we've done is we've taken the property off the market for about a month and a half, losing valuable marketing time. Even if we could sell it to an uneducated buyer for more than what it's worth, we don't want to do that, because we'll never see that money. Do you follow me?

Seller: So far . . .

Agent: So what I've done is I've pulled the comparables that the bank appraiser is actually going to look at. By the way, let me show you something first. Here are a couple of letters from bank appraisers calling my office, asking for comparables. The reason why bank appraisers are calling my office is because my office is so active in the marketplace, we're the ones making the comparable home prices, the comps. You see, real estate agents do most of the sales that happen in our community. So what we're going to look at right now is the same data that the bank appraiser is going to look at. So we've got a jump on this and now we're going to make an educated decision.

Agent: Here we've got a house for 300, here's another one at 310, here's another one at 305, here's one at 315, here's one at 302. So it looks like we're in this 300 to 315 range. Based on what you see here, Mr. and Mrs. AB, what do you think would be a good price on your property?

Seller: We were thinking we could get \$330,000.

Agent: Keep in mind that the higher we go, there will be fewer buyers interested in it. Therefore, it might take a little longer at that price. But if you're willing to try it, I'm willing to try too, as long as we understand that it may take a little bit longer.

## **Listing**

Assume the close.

Script:

Agent: Let me just get some information. What's today's date?

Seller: It's the fifteenth of the month. I . . . (seeing the agent starting to fill in the form) What are you doing? I don't know if we are ready to move forward on it at this time.

Overcome objections

When filling out the paperwork, keep them talking. Use questions like "So are you going to be using this furniture? Are you planning on getting new furniture in this move?"

Give the pen to the homeowner you have the best rapport with.

Distract the other homeowner while the other is signing with a question.

Script:

Agent: Mrs. AB, just okay the form there. So Mr. AB, let me ask you, do you actually use the workbench downstairs, or did you inherit that from the previous owner? I'm asking because I'm not handy at all, and I admire people who are.

Mr. AB: Oh, I do my own woodworking. I find that it relaxes me, and it keeps my mind sharp. I manage to get down there a couple of times a week for a few hours, which I really enjoy . . .

When they switch talk to the other person.

Script:

Agent: (as Mr. AB is signing the form): So, Mrs. AB, are you excited about making this move and the house you found?

Mrs. AB: Well, you know, we are concerned about the logistics of it all. But, yes, we are very excited about getting into a bigger place. And we both just love the area we're moving to . . .