



PLC 102 Activity 1 - Listing Conversation Script

Step 1: Rapport

The first thing you want to do after you approach the house and you ring the doorbell is to give the homeowners a friendly greeting:

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

Then, you want to take them to the kitchen table. How you do that is by simply walking directly to the kitchen table and placing your stuff down upon it. You want to have the conversation there, because that's where friends and family meet; it's the focal point of the family.

Go to the kitchen table, place your stuff on it—but don't sit down. You're now going to ask them something:

Agent: Would you take me through the property?

This house tour is a great opportunity for you not only to get educated about the house, see what they have, and start building rapport with the owners, but also to do a lot of oohs and ahs about the home. (This enthusiasm on your part will come in handy later on, when you talk with them about what their house is worth.) Let them know that you appreciate their home as much as they do; that you understand all the pluses that their house has:

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!

Continue to ask questions

Ensure all decision makers take you on the tour. If one of them does not want to join you, say:

Agent: Please join us, because you may have some other insights and things to add, and I may need to ask you some questions. So, if you don't mind, come on through with us.



Step 2: Engagement

Return to the kitchen table and begin an engaging conversation. Try to establish what they are trying to accomplish.

Some questions to use:

- **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. Jones, 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. Jones, 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.”)

Step 3: Advising

Use visuals.

My Town Gurus Presentation

Recap their commitment from step two.

Seller: Yes, we would definitely be interested if you could help us with that.

Agent (turning to the first page Section 1 of the listing conversation book): Great! But first, Mr. and Mrs. Jones, let me share some information about me. I think that it is important that you understand who I am, what I do, and how I got into this business. So, let me give you a little background . . .

Now is your chance to show off your credentials and experience. Make the homeowner feel as though you are different and they NEED what you have. Validate the power of what you do as a real estate agent!

If they say that they had a poor experience with an agent in the past:

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.



In addition, as a Town Guru, the My Town Gurus system has a unique marketing system that is exclusive to me.

(This is the time to give each decision maker a copy of the My Town Gurus 4 Step Marketing System and review it)

Follow Up using the FEA process

F – Feature

E – Explain

A – Advantage

Print out a sample of the MLS

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

At this point you go through the Multiple Listing Service printout and flip through the pages, saying 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. Jones, 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. Keep 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. . . .

Continue to reinforce the message about how much the seller needs your marketing tools until they realize they really need them and cannot sell their home without them.

Presenting Price

Before discussing price, review sold prices. This sets realistic expectations.

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.

Begin listing conversation

Agent: Mr. and Mrs. Jones, 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.

This validates the comps. Lay them out in front of the seller to look over and discuss.

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. Jones, 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.

Step 4: Getting the Listing

Assume the close. Take the agreement and a pen out. Then ask an unrelated question:

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.

Normally they will just go right into signing the form. If not see the handling objections script.

Keep the conversation going by asking questions. Silence is deadly! When one partner is signing, talk to the other:

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

Mrs. Jones: 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 . . .

Handling Objections



Objection: We don't want to commit right now

Agent: I understand how you feel. This is a big step. I have had others feel the same way. Unfortunately they procrastinated and we were unable to move in the time frame they were looking for. For us to sell your house so that you can move closer to your grandchildren, we need to get the process rolling. If something happens and you decide not to sell, we can always pull your listing.

Objection: We may not want to list with you. We have a friend in the business.

Agent: I understand your loyalty to your friend. One thing to remember is that Better Homes has a better marketing system and track record of selling homes faster for more money than anyone else in the industry. Also realize that unfortunately many times when a friend does business with another friend, they do not make you their first priority because they think their "friend" will understand that they had another client that needed their attention. I have seen friendships end over hiring them as a real estate agent for this and other reasons.

Objection: Why should we go with you? The other agent said they would do it for less commission.

Agent: When you met with the other agent, how quickly did they reduce their commission to try to get you to list with them?

Await response

Agent: If they were willing to decrease the amount of money they would make that quickly, how quickly will they be willing to decrease the selling price of your house in a negotiation?

In addition to negotiating skills to earn you top dollar, we do not skimp on marketing and promoting your home in the My Town Gurus Marketing System. When an agent discounts his commission, he also reduces the marketing and services used to sell your home. We are committed to doing everything possible to sell your home for top dollar as quickly as possible.