

# Sell Your Listing in 30 Days or Less!



## Appointment at Office Script: INDIVIDUAL

Is it ok if I ask you some questions and get your contact info so we can save some time when you come in? Thanks...

That's great that you wish to have us guide you through your real estate transaction. Let me tell you how I work. First, I'm a little different than the realtors you are used to dealing with. I believe that is why I have achieved success in selling homes in this challenging market.

First, I wish to have our 1st appointment at our office. The purpose is that I want to have access to all of my tools to not only tell you about, but actually be able to show you what I am talking about. I can show you comparables on my computer, pull out similar files that may help explain a question you have and have all the various marketing options at my fingertips.

Second, I will be talking to you about the market conditions, selling strategies, and about our team concept. Again, I will have access to all the statistics and data here at the office.

Are you free during the day, or does an evening or weekend work best?

If they say: Don't you need to see my home?

Of course I do. First though, I am a little different...and data is here at my office. Then once you have met and decided I am your best choice, I will be happy to come to your home.

If they say: I won't list with you until you see my home.

Don't you think it is worth an hour or so of your time on the largest investment you have, to at least hear my expertise, and then you can make an educated decision?



Stick with  
**Steve**





# Sell Your Listing in 30 Days or Less!



## Appointment at Office Script: TEAM

Is it ok if I ask you some questions and get your contact info so Steve can be prepared when he meets with you? Thanks...

That's great that you wish Steve to help guide you through your real estate transaction. Let me tell you how he works. First Steve is a little different than the realtors you are used to dealing with. That is why he has achieved his success in selling homes in this challenging market.

First, he wishes to have your 1st appointment at our office. The purpose is that he wants to have access to all of his tools to not only tell you about, but actually be able to show you what he is talking about. He can show you comparables on his computer, pull out similar files that may help explain a question you have and have all the various marketing options at his fingertips.

Second, he will be talking to you about the market conditions, selling strategies, and about our team concept. Again, he will have access to all the statistics and data here at the office.

Are you free during the day, or does an evening or weekend work best?

If they say: Doesn't he need to see my home?

Of course he does. First though, Steve is a little different...and data is here at the office. Then once you have met and decided Steve is your best choice, he will be happy to come to your home.

If they say: I won't list with him until he see's my home.

Don't you think it is worth an hour or so of your time on the largest investment you have, to at least hear Steve's expertise, and then you can make an educated decision?



Stick with  
**Steve**



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Mr. and Mrs. Seller, I am not here to sell your home. I feel I have two jobs that you are hiring me for. The first job is to give you the expertise to get you from point A to point B. That includes all the information you need to prepare for putting your home on the market, actually selling your home & then to get you to a successful closing. My second job is to make sure that if someone wants your home, they can find it. That is where my marketing comes into play. Once you decide that I am the best person to help you, then we will get started by speaking about staging and pricing your home.

## Slinky

Let's talk about the market. As you know by all the newspapers, internet and TV you've been watching, we are in a declining market. I call this a "slinky" market. It is stepping down month by month like a slinky toy going down the stairs at about \_\_\_% per year. What most sellers do is they price their home above the market thinking everyone wants their home. When it doesn't sell they continue lowering the price, but never get in front of the slinky. They are always chasing it down. There are only two ways to catch the slinky. What most sellers do is wait for the slinky to stop or hit the floor. That is usually foreclosure or a short sale where they owe more than the house is worth. The correct way is to get in front of the slinky by pricing your home slightly below the market. This way you will sell quicker and for more money.

## Power Pricing, Beauty Pagent/Price War & Worry Price

Buyers are looking for a deal. If I hold up a \$20 bill and ask who will give me \$30 for it, no one will raise their hand. If I ask who will give me \$20, the same thing will happen. However, if I ask who will give me \$15, I will get many hands raised and one will say I'll give you \$16, and the next guy will say I'll give you \$17". We call this the "worry price". This is where the buyers are worried to leave your driveway without making an offer, fearing that another buyer will beat them to it.

Now, lets talk about how we will price your home correctly in this market. Your home if priced correctly should sell in two to three weeks. When I put your home on the market, the buyers will know about it immediately. Most of them are on automatic email searches receiving emails daily that meet their search parameters. They will call to see your home right away before others may buy it. The realtors that are working with buyers will also see your listing on the MLS and will get their buyers out right away. Clients are not calling their realtors and asking to see your home 6 months from now. Your showing is actually your second showing, the first being on the internet. When your home is seen it must win two battles. The "price war" and the "beauty pagent". You must have the best looking home at the best price. If you don't win these battles now, you will certainly not win them months from now as the market has declined.

## Grocery Line & Absorbtion Rate

To sell your home we need to first find out what the absorbtion rate is for your home. The absorbtion rate is the number of homes that have sold in a one month period similar to yours. We will go back three months to get enough data and then divide that number by three. That tells us how many are selling per month. Now I want you to picture you are at the grocery store and already have your cart filled. You are waiting in line to check out with all the other shoppers/sellers. The only shoppers checking out/selling are those that are within the abosorbtion rate. The rest of you are just waiting in line jockeying for position. While you are standing there, others are cutting in line in front of you by lowering their price or being a new listing priced lower than your home. However, none of you are checking out or selling. The idea is to be within that absorbtion rate if you want to sell. All the marketing in the world will not sell an overpriced home.

Now that you understand how we will get your home sold, are you read to get going?



Stick with  
**Steve**