



## Realtor Script for Pre-Sale Inspections

Provided by InspectedHouses.com and Certainty Home Inspections.

**Seller's Why:** Need or want to sell their home quickly and for top dollar.

Pleasure Consequence: Money and freedom to purchase new home.

Pain Consequence: Extra mortgage payments and financial strain. Broke and unable to move.

**Agent's Why:** Succeeding through others. High quality service gains more referrals, which leads to more revenue to support your personal why.

### Match Why, Present How and Ask for What:

Your main focus right now is selling your home. You need to sell quickly and for the most money possible so you have the freedom to move toward the future you want. My number one goal is to improve your life by helping you obtain that future. I can do this better than anyone else in the business because I have challenged and overcome the common pitfalls of a traditional sale.

I sell houses differently than 99 % of other Realtors. Every other realtor who promises you success is selling homes the traditional way, where you list your home, put a sign in the yard, and accept the best offer you can find. And it seems to work. In today's market, it isn't hard to get a "good" offer, but it's a lie, and a gamble, because nearly every offer is "contingent on the home inspection," which means, even though you have an agreement, the negotiation power belongs to the buyer. They can use the home inspection like blackmail to tear down your sales price and demand the repairs they want. Remember, the price of a home NEVER goes UP after an inspection. In fact, you risk draining your wallet, delaying your closing, or losing your deal altogether when you sell this way. This would mean extra mortgage payments for you and missing out on the home you really want for your future.

My agency is at the forefront of changing the real estate culture by leveraging the home inspection to work in your favor and put you back in charge of the negotiations of your home. By utilizing our pre-inspection program, you are able to eliminate surprises about your home, work repair costs into your sales price, and KNOW beyond a doubt which offer benefits you the most, because there is no home inspection looming over your head. On top of that, the program we use has a guarantee that if a buyer chooses to have their own inspection and their findings delay your closing in anyway, they will pay your mortgage up to \$5000 a month for 3 months to protect you from financial hardship. We basically eliminate all risks. If you want to sell your home quickly and for top dollar to get you the money and freedom to move forward with your life, you won't find a better opportunity than when you list your home with me.

## **Other Benefits**

### Presentation/Building Confidence

You can say, 'In the interest of full disclosure we had a Pre-Sale inspection performed. Here is everything we know that is wrong with the house. We are fixing x, y, z, and we are not fixing anything else. Please make your offer accordingly.'

This makes you look honest and transparent, and also puts you in control of the negotiations.

Sets your house apart by giving buyers confidence in their offer similar to a "certified pre owned car" that's already been inspected.

### Save Money

When you know about problems up front, you can save money by being proactive and building repair prices into the sales price. You can shop around for better prices, and you can even make repairs yourself.

Once you accept an offer, you lose all the ability to be proactive and you are reactive, repairing or lowering cost according to the buyer's demands.

### Earn Money

By using an inspector who is a member of Inspectedhouses.com and we can load the property to their site where interested buyers can purchase your home inspection report for \$19.99. Any money collected will be given back to you after the home is sold, helping you offset the cost of the inspection.

### Incentives

Inspected houses has negotiated \$500 worth of value with a third part to help with hand man tasks and repairs.

### Closing Cost Trick

Most seller's object to paying for a home inspection. They feel like it's the buyer's responsibility, but there is a dirty little secret about the way traditional real estate is sold. Half of the time or more the seller ends up paying for the home inspection fee anyway. The buyers ask for closing cost assistance and the sellers give it to them. Then the home inspector performs an inspection for the buyer and that fee becomes part of the closing cost. The Seller is paying for the Buyers Inspection via closing cost assistance. If you're going to pay for an inspection anyway, you might as well hire your own inspector and use it to your advantage.

### Free Inspection

I understand your reservations about paying for a Pre-Sale Inspection, but I believe in this process so much that if you list with me the Pre-Sale home inspection is free. You pay the inspector at the time of the inspection and at closing I will rebate that fee back to you. You have nothing to lose and everything to gain. The only thing I ask is when this process ends up going smoothly, the house sells quickly, and we maximize the equity in your house, then you tell all your friends, family members, and co-workers about me and my Pre-Sale Inspection Program.

## **Overcoming Objections**

### I will have to disclose what the inspector finds.

A buyer's inspector will find it anyway...in the middle of a deal. You will either negotiate a lower price, or pay rush charges to have it fixed instead of having time to shop around for the best prices.

### I will have to pay for the inspection.

"Free Inspection" script above. You can accept incentives toward repair costs, helping cover the cost of inspection. Any repairs you make will increase the value of the home, allowing you to list for more money. Negotiations which lower sales price are all but eliminated and you receive money for report purchases. Your return far outweighs your investment.

### A buyer's inspector will find something my inspector didn't.

Your inspector will NOT find everything. They are there to find the large money items, not the picky details. Other inspectors will have to look very hard to find something substantial to report. The inspectors from inspectedhouses are especially thorough on pre-sale inspections for this reason. Any new findings will be cosmetic concerns only. To further protect you, the inspector we recommend for this program offers over \$100k in free warranties with every inspection. If something does change after inspection (a mechanical failure for example) we can check their warranty policies to see if you are covered. Lastly, they offer a guarantee that if any buyer's inspection find delays your closing, they'll pay up to \$5000 per month for 3 months on your mortgage.

### What if an AC or something else fails after you leave? Does this work like an insurance policy?

This pre-sale inspection is NOT a home insurance policy. Inspections may not eliminate all roadblocks to closing, but they do significantly decrease the number of items that will need to be addressed during re-negotiations. (Repeat free warranties and mortgage guarantee from above).

### What if the home sits a long time and new issues arise?

This is unlikely in today's market. Certainty's Policy: For 10% off normal home inspection price (not other services) we will do a new inspection for the buyer. They will receive a written report after signing our service agreement. We recommend all buyers purchase their own report. They get updated warranties and legal protection.