



Closing Scripts

1. Many people think all real estate agents are the same. Let me ask you—if one of you had to run to your mailbox, could you? Sure, most people could. Yet would you go to the Olympics for running? Of course not. See, just because you can run doesn't make you an Olympian, and just because you have a real estate license doesn't mean you can get the job done. Go ahead and hire me. I'm the Olympian compared to most agents, and I know you want someone that can ... sell your house ... don't you?
2. If you were in need of surgery and you were going to hire a doctor to perform the surgery, would you hire someone that had performed hundreds of surgeries or someone who was just starting out? Why? That's why so many people hire me.

3. Do you think I can sell your house? Great, put me to work and let me show you how I get houses sold.
4. Any agent can list your house, and yet it's like your job. Do you think you do a great job? What if you knew you could do the job and your boss wanted to hire someone at a cheaper rate that didn't have a track record? What if he gave them your job? Would it make sense for him to lose money? Training the new person and allowing them to learn the job you already know means you could do it faster, therefore saving him money. So sometimes hiring someone for less actually costs you more, right?

5. Go ahead and put me to work for you tonight.
 6. You'll always be glad you took action with me. I will make certain all the agents know about your house, as well as calling and asking if they have a buyer for your house.
 7. I'm not here to pressure you into making a bad decision. I am here making certain you have enough information to make a great decision.
 8. *(If you have a team)* Why put one agent to work when you can get seven for the price of one?
 9. *(If you don't have a team)* Why put your house on the market and get tossed from one agent to their staff members? I mean, will you ever know who to call or who to talk with? And do you think they all know about you and your house?
 10. CAN I BE your REASON[©]
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no. I know you have a great reason for saying that, may I ask what it is?
other than ^{the} commission, what else is there that would keep you from listing
~~from~~ ^{with} me today?



Five-Step Buyer System for Success with Ad and Call Signs

1. Master the First 5 Seconds of the Call

I'm calling on 111 Main Street. How much is it?

Oh, that's a great property; everyone is calling in on that one—so, you're looking to buy a home?

Yes.

- * Fantastic. While I look that information up, tell me, what price range do you feel comfortable with?

2. Use Transitions

- Oh, that's a great property; everyone is calling in on that one—so, you're looking to buy a home?
- Oh, you must be another one of the neighbors!
- While I look that up, just give me a real quick answer, what attracted you to this home?
- Fantastic. Are you looking to buy just one home?

3. Gain Control

- May I have your name please?
- To whom am I speaking?

*IF NO?
CAN I Buy a dower?
certainly it's not going to hurt you
to give me your name.*

4. Qualify

Questions are not necessarily in the order you would use them.

- Do you live in the area? *If not*, is this your first visit to our city?
 - Where are you from?
 - How long have you been looking for a home?
 - Where do you live now?
 - How long have you lived there?
 - Do you own your own home or are you renting?
 - Will it be necessary to sell your home (*or*) finish your lease period before you buy one?
 - How much do you feel you will realize from the sale of your home, just approximately? (*Set an appointment for a marketing analysis for them. Your agent can do it if you are a buyer's specialist on a team.*)
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- How many are in your family?
 - Oh, then you have ___ children. What are their ages? (*Say only if they state the family members are in fact children.*)
 - Have you seen any homes you like yet?
 - If so, what prevented you from buying them?
 - How soon were you thinking about making a move when we find you the right home?



- what is the name of your Realtor?
- How long will you have to see homes today?
- Where are you employed?
- How long have you been employed there?
- What is your position?
- Tell me about the home you would like to buy today.
- Would you describe your present home for me? What do you like best?
- If we find the right home today, would you be in a position to proceed?
- Are you paying cash or obtaining financing?
- I assume you are calling me directly because you are not working with an agent?
- I want my motivation to match your motivation, does that make sense?
Explain: So I know how best to follow up with you, tell me, on a scale of 1-10, with 10 meaning you must purchase a home today and 1 meaning you are just curious, how would you rate yourself?

• If the prospect is vague, ask at least three more questions to get full clarity.

1. What does a large lot mean to you?
2. So is it privacy that you are after or do you need a large lot for children/animals?
3. What I hear you saying is that privacy is most important to you. So if I found you a home that backs to open space, would that work?

Extracted from: IRES, The Kokoszka Group Complete Office Systems

A - Agent
B - Buyer

Peer Partner -

Roll Play AD CALL
OR Sign Call -

Agent Agent
Questions
each pass

5. A, B, C to Get the Appointment

A

- Come into office

BE ASSUMPTIVE!

= Action

B

- I'll pull up all the properties that match your criteria

= Benefit

C

- Would today @ 3 or tomorrow @ 4 better suit your schedule.

= Commitment