

Buyer's Agent Coaching™

Scripts - Session 10

Bringing More Value and Positioning You as an Expert



To your Achievement of Excellence in Life

SCRIPTS: MARKET TRENDS

1. Associate: *There are some significant changes in the market in the last _____. These changes have benefitted Buyers in the market. They are....*

2. Associate: *There have been some substantial changes in the market in the last _____. These changes have benefitted the Sellers in today's marketplace...let me share them with you...*

3. Associate: *You are inquiring about a home in the most active segment of our marketplace. In the last few months...*

4. Associate: *You are fortunate to be looking in the _____ range. The selection is better in the _____ to _____ range at this time than other market segments.*

5. Associate: *Just so you know there is only _____ months of inventory in the price range you inquired about. According to the National Association of Realtors the transition point between a Buyers' and Sellers' market is 6 months of inventory. We are in a _____ market in your price range.*

6. Associate: *In the period of time you have been looking have you seen anything you liked? The market trends in the range you are looking might be influencing your success.*

7. Associate: *Are you finding out when you inquire on a property it's gone? The market trends are influencing that issue. You see, the trend of the market is this...*

8. Associate: *Because of these specific trends in the marketplace probably the best course of action is for us to meet so I can show the exact movement of the marketplace. This will help you...*

Minimize your financial investment

Be able to secure a high demand home in this competitive market.

Really acquire a high demand home at a competitive price.

Gain the specific knowledge about today's marketplace so when you are ready to begin your serious look you will be more well informed and comfortable with any decision you make.

9. Associate: *It would make sense at a minimum to send you our market trends report for your review. This would really connect some important information for you so when you are "just looking" you have clarity of market movement. Is that something you would want me to do for you?*

I would be happy to do that. Should we at least set a quick 5 minute over the phone meeting later this week after you receive it so I can point out some of the key trends and information?

Alternate of Choice: *I have availability at _____ or _____. Which one works better in your schedule?*

Direct Close: *Let's book it for _____ at _____.*

Permission Close: *When is a good time for you?*