



# Virtual Top Gun Academy™

## Scripts - Session 2

### Expanding Your Lead Triad



FSBO PHONE APPROACHES

MARKET EXPERT – KEEPING UP WITH THE INVENTORY APPROACH

**Associate:** *Mr. Seller, your home is located in my core service area. Because it is, I would like to come by and preview your home.*

**CLOSE OPTION**

**YOU SAY:**

- Alternate of Choice → *Would there be a time on \_\_\_\_\_ or \_\_\_\_\_ to do that this week?"*
- Direct Option → *I only need about 15 minutes. Does \_\_\_\_\_ work for you?*
- Permission Close → *When would be a convenient time to meet this week?*

**Associate:** *I sell a number of homes each year in the \_\_\_\_\_ area and I like to know all of the homes that are for sale. Would it be alright if I came by on \_\_\_\_\_ or would \_\_\_\_\_ be better?*

**CLOSE OPTION**

**YOU SAY:**

- Alternate of Choice → *Would there be a time on \_\_\_\_\_ or \_\_\_\_\_ to do that this week?"*
- Direct Option → *I only need about 15 minutes. Does \_\_\_\_\_ work for you?*
- Permission Close → *When would be a convenient time to meet this week?*

WORKING WITH A BUYER APPROACH

**Associate:** *Mrs. Seller, I am currently working with a buyer for the \_\_\_\_\_ area. We have not found the right home for them. Would it be alright if I came by to see if your home might meet their needs?*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?"*

Direct Option



*Terrific, I'd like to set a time to meet. How about \_\_\_\_\_?*

Permission Close



*I would only need a few minutes to preview your home. Does later this week work for you?*

**Associate:** *Mr. Seller, I understand you are selling your home on your own. Let me ask you this; are you willing to cooperate with real estate agents? What I mean is, if a real estate agent brought you a qualified buyer at an agreeable price would you be willing to pay a commission?*

*We are working with a few buyers for your area that we have not been able to place yet.*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*May I come by on \_\_\_\_\_ or \_\_\_\_\_ later this week to see your home?"*

Direct Option



*Terrific, I'd like to set a time to meet. How about \_\_\_\_\_?*

Permission Close



*I would only need a few minutes to preview your home. Does later this week work for you?*

POTENTIAL INVESTOR APPROACH

**Associate:** *Mr. Seller, your home is located in a solid area for real estate investment. I was wondering if I could come by to see your home as a principle for possible purchase; to see if it is a property that would meet my investment needs.*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?*

Direct Option



*I am interested in a property in your area. Would \_\_\_\_\_ be a good time to meet at your home?*

Permission Close



*With your permission, when would the best time be to meet with you?*

REVERSE NO SCRIPT OPENING

**Associate:** *Mr. Seller, would you be offended if I came by to take a quick look at your home?*

STRAIGHTFORWARD APPOINTMENT

**Associate:** *Is this the party with the house for sale?*

**Seller:** *Yes*

**Associate:** *Have you sold it yet?*

**Seller:** *No*

**Associate:** *This is \_\_\_\_\_ with \_\_\_\_\_ and I can tell from your ad that you want to sell your house on your own right now. Is that correct?*

**Seller:** *Yes*

**Associate:** *I can respect that, and actually have some valuable information that will help you accomplish your goal in today's challenging marketplace.*

**CLOSE OPTION**

**YOU SAY:**

**Alternate of Choice**



*I am booked with appointments the rest of today but I do have time at \_\_\_\_\_ or \_\_\_\_\_. Which of those is better for you?*

**Direct Option**



*The information is quite valuable. I could meet at \_\_\_\_\_. Does that work for you?*

**Permission Close**



*When would be the best time to review it with you?*

**IF THE SELLER SAYS:**

I'm trying to sell it on my own. I don't want to list with a REALTOR.

**YOU SAY:**

*I want to show you what's involved in selling your own home. There's no charge or obligation.*

**CLOSE OPTION**

**Alternate of Choice:**

*Again, I am sorry I am booked today but I do have time at \_\_\_\_\_ or \_\_\_\_\_. Does either of those times work for you?*

**Direct Option:**

*Could we meet at \_\_\_\_\_?*

**Permission Close:**

*Would there be a time we could get together to meet?*

**IF THE SELLER SAYS:**

I'm trying to sell it on my own. I don't want to list with a REALTOR.

**YOU SAY:**

*I understand that you're trying to sell your house without a broker. In fact, the information I have is designed to help you do that. I am not coming out to talk to you about listing your home. The information I have is valuable. It helps you with your marketing effectiveness, pricing effectiveness, legal details and closing process, just to name a few. It will only take about 15 minutes.*

**CLOSE OPTION**

**Alternate of Choice:**

*I am booked later this afternoon but I have an opening at \_\_\_\_\_ or \_\_\_\_\_. Which of those works better?*

**Direct Option:**

*Because the information is so valuable to you we should meet right away. Let's meet at \_\_\_\_\_. Does that work?*

**Permission Close:**

*Given the value of the information, when would be a good time for us to meet?*

**IF THE SELLER SAYS:**

**YOU SAY:**

**CLOSE OPTION**

If I list, I'll list with a friend.

*I understand. But right now you are trying to sell on your own, aren't you? That's exactly why I am offering the information to help you do. I'll come out only if we have a mutual understanding first that I am not coming out with any listing paperwork in hand agreed? And that if you do decide to list your house in the future, you might be obligated to talk to someone else. Fair enough?*

**Alternate of Choice:**

*Do you have some time \_\_\_\_\_ or would \_\_\_\_\_ be better? "*

**Direct Option:**

*Could we meet at \_\_\_\_\_?*

**Permission Close:**

*Would it be possible to meet this week?*

**IF THE SELLER SAYS:**

**YOU SAY:**

**CLOSE OPTION**

Why would you want to help me sell my own home?

*This is a free service I offer sellers. I've built my business on helping others like yourself. My hope is that you just might say something nice about me if I help you as I have others. You have heard of the law of reciprocity haven't you? You have heard of paying it forward haven't you? That is how I have built my business.*

**Alternate of Choice:**

*I know this information will aid you. I can meet with you at \_\_\_\_\_ or \_\_\_\_\_. Does either of those work?*

**Direct Option:**

*I truly believe the information is valuable. We could meet at \_\_\_\_\_.*

**Permission Close:**

*Giving first is the principle I have established my business on. Would you like to meet? If not please say so; it's okay.*

**IF THE SELLER SAYS:**

**YOU SAY:**

**CLOSE OPTION**

There's got to be a catch. You real estate agents just don't go around helping people sell their own home.

*Well, there is one thing I'd like for you to do. I'll be giving you a guest register that will make it easier for you to get the name, phone number and information of people who look at your house. If the people are not interested in your home I would like the register back so I can use the book to help those other buyers you didn't need. Is that something you could do? That would help us both out.*

**Alternate of Choice:**

*Let's set an appointment so I can get you the guest book and information. I have openings at \_\_\_\_\_ or \_\_\_\_\_; do either of those work for you?*

**Direct Option:**

*I think what would be best is set a time to drop off the guest book and meet. Does \_\_\_\_\_ work for you?*

**Permission Close:**

*When would you like me to come by and drop that guest book off for you?*

**IF THE SELLER SAYS:**

**YOU SAY:**

**CLOSE OPTION**

Can't you just mail it?

*No. The information is a little more complex than that. I'll need to go over it with you. I'll only take a few minutes.*

**Alternate of Choice:**

*Would you have a little time \_\_\_\_\_ or would \_\_\_\_\_ be better?*

**Direct Option:**

*Why don't we meet at \_\_\_\_\_?*

**Permission Close:**

*When would be the best time to get together?*



## ASSISTANCE PRESENTATION SCRIPT

### PARTNERSHIP FOR SUCCESS

*Thank you for showing me through your house. As I stated over the phone, I'm here today to discuss some steps you can take that may increase your chances of selling your house on your own.*

*By the way, how long have you lived here? Have you enjoyed living here? How do you feel about moving? If you were able to get a quick sale, that would make the move a little more pleasant, wouldn't it?*

*Selling a house yourself is never easy, but the better you understand what's involved, the greater your chance of success. So, as I promised, I'd like to show you a blueprint of a successful transaction – what it takes to sell your house yourself. Okay?*

### COMPETITIVE PRICING

*The first step is to price the house right. Believe it or not, some people actually ask too little for their house. But overpricing is the more common mistake. If the house is not priced competitively to start with, buyers will not even look at it so it will take longer to sell or, even worse, it may not sell at all.*

*To help you avoid either pitfall, I recommend that you invest in an independent appraisal of your property by a qualified appraiser who has access to current market data and can be completely objective about what buyers would likely pay for your house. In fact, if buyers should question your price, showing them the professional appraisal will help justify your asking price. I'll be happy to leave you a list of appraisers that are active in our area.*

### ATTRACTIVE FINANCING

*Most buyers will need financing and many buyers are more concerned about how much down payment they must make and what their monthly payments will be than they are about the price itself. If attractive financing terms are available they can, and often will, pay a higher price. So for you to get the best price, buyers will need to be shown financing terms that they can afford.*

## VIRTUAL TOP GUN SCRIPTS SESSION 2 – EXPANDING YOUR LEAD TRIAD

*There are dozens of financing alternatives available today and this can be confusing to the average buyer. The more knowledgeable you are about available financing, the better your chance of making a sale at the best price. So you may want to spend some time visiting with several local lenders to learn what financing options would be available for your house. That way you could tell a prospect exactly what kind of down payment and monthly payments would be required.*

*The lenders could also acquaint you with their underwriting guidelines so you could attempt to pre-qualify the buyer financially before taking your house off the market. Better than that, I'll leave you an 800 number for my mortgage partner. When you find a buyer, they can call this number and get qualified in about 15 minutes. There's no cost or obligation for you to use this service.*

*Other ways of creating more attractive terms would be to hold part of the mortgage yourself or to assist in the financing costs.*

## ATTENTION TO LEGAL DETAILS

*The legal aspect of the sale is critical. Be sure you get any offer in writing, along with a substantial earnest money deposit.*

*In fact, I'd recommend that you contact your real estate attorney now and have a contract prepared that you can have on hand. If you find a buyer, you want to 'get his name on the dotted line' without any delay. If you have to wait until you meet with an attorney later, there is too great a probability the buyer might cool off in the meantime. And that couldn't do anything but hurt your price, could it?*

*Your attorney can also provide you with the required disclosures and information on the legalities of handling the earnest money deposit.*

## APPEALING CONDITIONS

*When you sell on your own, you'll sometimes have to show the house without notice. I know it's a pain in the neck, but I'd recommend that you keep your house ready to show from early morning till early evening. I'll leave you a brochure that will give you some ideas and a checklist that will help you prepare the house for sale.*

## EFFECTIVE MARKETING

*There's a lot more to marketing a house than just putting a sign in the yard, an ad in the paper...and waiting. You'll need to develop an active marketing plan that will attract the largest number of buyers.*

*For example, you could take information on your house to several of the large employers in the area. You should also prepare a flyer and distribute it to all your neighbors. We find that neighbors, if properly contacted, can be excellent sources of prospects. And, of course, you'll probably want to plan some open houses.*

*In actually showing the house, be sure to use good sales techniques. Try to avoid the most common showing mistakes...like talking too much or "overselling". The best way to show a house is usually to say very little, but let the house "sell itself." You'll want to make the rooms "tell a story"...that is, get the buyers emotionally involved by visualizing their family and their life-style as they look. Watch for buying signals which indicate you should begin closing for a decision.*

*And be prepared to follow-up with prospects. They rarely buy on the first visit and it will be up to you to keep their interest up. If you'll keep a guest book by the front door, it will be easier to get their name and phone number so you'll be able to call them back.*

*Let me mention one potential problem in this area. Keep in mind that buyers who forego all the services of a Realtor and seek out an owner directly are doing so for one reason – to get a better deal. In other words, they are expecting to save the real estate commission. Since you are investing the countless hours of time and effort and undergoing the hassles and frustrations of selling on your own in order to earn the commission yourself, this virtually guarantees that there will have to be negotiation.*

*If you are too aggressive in your follow-up, they may get the idea that you are over-anxious. So if buyers want to "think it over," put them on notice that you will be calling them for their decision at a certain time. That way you won't seem quite so desperate and hurt your negotiating position so much.*

SUCCESSFUL CLOSING

*If everything we just covered works, the final job involves coordinating all the legal and technical details to complete the transaction. It's one thing to find a buyer and get a contract. It's another thing to keep that sale from falling through. So you'll need to follow-up constantly on inspections, surveys, title insurance and loan approval to ensure a successful closing.*

*Do you have any questions about any of these items? As you can see, there really is a lot involved in selling a house. I hope you can use the information I've given you to increase your chances of success.*

*Many people, like yourself, just want to try selling on their own for awhile and then, if the house doesn't sell, they consider employing a real estate professional. If that happens, I believe I can demonstrate that, because of the additional exposure and services we provide, you'd actually receive as many or possibly more dollars, net to you, than you will by selling it yourself.*

*So if you decide to consider any other option, will you at least give me an opportunity to come back and show you how I'd sell the house?*

*Is there any reason we couldn't tentatively schedule a time to do that right now? There's no obligation and it couldn't hurt to at least know what your options are, could it?*

*Good luck. Call me if you have any other questions. In fact, I'll stay in touch with you from time to time to see how you're doing.*

## FSBO SURVEY SCRIPT

1. Gosh, how long have you lived in this home?
2. Where are you hoping to move to?
3. How soon are you hoping to move?
4. How has the sales activity been on your house?
5. What would you say are your home's best features?
6. Have you excluded anything from the sale, such as special light fixtures or other items?
7. What else is important about your home that I should know?
8. How did you determine your asking price for your home?
9. What techniques are you using for exposure and marketing for your home?
10. Are you aware that over 94% of buyers search for properties on the Internet now?
11. Is there anything else you feel I should know?
12. May I ask, what happens if for some reason your home isn't sold in \_\_\_\_\_ weeks? What are your plans then?

## FINAL QUESTION BEFORE YOU LEAVE

**Option A:** *“Mr. Seller, thank you for your time today. I wish you the best in selling your home. If in the future you decide to interview agents for the job of selling your house would you allow me to be one of the agents that you interview?”*

**Option B:** *“\_\_\_\_\_, I appreciate the opportunity to visit with you face-to-face. I hope you sell your home. If for some reason that doesn't happen, I am convinced that I can help you. I need to ask you, when you decide to interview for the job of selling your house would you grant me an interview to try to win your business?”*

**Option C:** *“\_\_\_\_\_, it was a pleasure to meet you and see your house. You can see I am committed to mine and your success because I am one of the few to invest the time to meet with you. When you decide to interview agents about representing your interest in selling your home, would you be willing to interview me for the job?”*

**Closing Statement:** *“\_\_\_\_\_, under what circumstances would you see yourself using services like mine?”*

**Confirmation Statement:** *“I appreciate your confidence in my professionalism and service to grant me an interview. I guarantee you will be pleased you did. I will keep in touch with you and hope you are successful in selling on your own. Thank you again for your time.”*