

FastTrack™

Scripts - Session 7

Moving Beyond Bonding...Letting the Numbers Do the Talking



To your Achievement of Excellence in Life

BUYER URGENCY SCRIPT

Associate: *There are some tremendous opportunities in today's marketplace. That window of opportunity is starting to close. Three months ago. Our inventory in your price range you are looking at was _____. Today it is _____. It means the competition for the best homes is higher today than in the last few months.*

_____ and _____, when you look at the three key numbers in your price range, the list price to sales price, the remaining months of inventory, and days on the market- all these numbers when you look at them compared to even just last quarter shows the market _____. Based on these numbers your best course of action for you and your family is _____.

POSITION YOUR MARKET KNOWLEDGE TO A BUYER SCRIPT

1. Associate: *One of the most important services a real estate agent can provide to a buyer is providing that buyer with an insider, relevant view of the marketplace. _____, I want you to know I provide that for my clients. For example, in the price range and area you inquired about. There are _____ properties for sale. The average market time is _____ days. They sell on average for _____ percent of asking price. Now, these are (up down) from last month at this time. To help you interpret this information, we simply need to meet.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



Would there be a time on _____ or _____ to do that this week?"

Direct Option



Does _____ work for you?

Permission Close



When would be a convenient time to meet this week?

POSITION YOUR MARKET KNOWLEDGE TO A BUYER SCRIPT CONT.

2. Associate: *_____, few agents track the key numbers of the market that can help you secure a better home at a better price than other buyers. By having these key numbers and crafting them in a market trends document my clients have an edge in the marketplace over other buyers in seeing the best homes and negotiating the best values. I would be willing to share this market trends tool with you if you are interested in that type of an edge as well. To do so, we simply need to meet.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



Would there be a time on _____ or _____ to do that this week?"

Direct Option



I'd like to set a time to meet. How about _____?

Permission Close



When would be a convenient time to meet this week?

BUYER INTERVIEW SCRIPT

Associate: *Mr. and Mrs. Buyer, I am delighted to be working with you to purchase your new home. As we begin this process, I want you to know that I have listened to you carefully to you as you described your housing needs. Based on that, I want to assure you that I will not be wasting your time by showing you inferior properties that I know you will not want. I will be showing you the best of the best, the gems of the market in your price range. When I find what I believe to be a good match I will advise you to make an offer. Does that make sense?*

Additionally, I am sure you read the newspapers and watch the news and might be thinking you can find a home at pennies on the dollar. In the price range we will be looking in, the best homes are selling at approximately _____% of list price. Can you understand why it will be important to be prepared to pay market price for the right home?

POSITION YOUR MARKET KNOWLEDGE TO A SELLER SCRIPT

Associate: _____, *all agents are not the same in today's market. Selling your home requires greater knowledge and strategy than ever. Because of this fact, I construct a market trends report monthly to ensure that I have knowledge of the most updated market conditions, and that the exposure of your property and marketing strategy is ahead of the marketplace... Being behind the market when there are _____ active listings in your market range in your price range, _____ sales per month, _____ remaining months of inventory leads to result you do not want. To discuss the right positioning for your property, I suggest we meet.*

CLOSE OPTION

YOU SAY:

Alternate of Choice



Would _____ or _____ be better for you?

Direct Option



I could meet at _____. Does that work for you?

Permission Close



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

OFFER TO PROVIDE MONTHLY UPDATES

Associate: _____, *the most frequent questions agents get asked is how's the market? Rather than give you a gut reaction, I prefer to show clients and people who ask the real facts through a market trends report that shows the key numbers of listing inventory in price range, sales, absorption rate numbers, price reductions and other core numbers. I can then interpret the data so you can really understand the opportunities in today's market for you and your family. I would be happy to send you a copy of my market trends report monthly if you would like to be well informed.*

PRICE REDUCTION

Associate: *Suzi, I recently sent you a market trends report. Did you have a chance to review it? What are your thoughts upon receiving those numbers? What action do you think we should take in response to the market? Because the market has _____, we really need to respond by lowering your price to _____.*

REFERRAL SCRIPTS

1. Associate: *Suzi, this is your real estate agent _____ with _____. I sent you a market trends report in the last month and wanted to spend a few minutes pointing out a few opportunities in today's marketplace.*

2. Associate: *Suzi, do you think these opportunities are something that you and _____ might be interested in taking advantage of? Can you think of someone in your _____ that might want to take advantage of these opportunities?*