

# Listing Mastery™

Scripts - Session 3

Building a Powerful Why You Should Hire Me Segment



To your Achievement of Excellence in Life

## MARKET KNOWLEDGE ADVANTAGES

### MORE MONEY FROM THE SALE OF YOUR HOME

#### Scripts: More money from the sale of your home

**Associate:** *Wouldn't you agree the real result you are looking for is more net dollars in your pocket from the sale of your home?*

*So, if I could prove to you that you will realize a larger net through my representation, we would have a basis for doing business together, is that right?*

**Associate:** *Mr. Smith, right now in the marketplace, the average list price to sale price is \_\_\_\_%. My average list price to sale price is \_\_\_\_%. That means that you will put an extra \_\_\_\_% in your pocket being represented by me compared to any other Agent you are consulting. That's an extra \$\_\_\_\_\_ based on the value of your home. Is that something that you are interested in?*

**Associate:** *Mr. Smith, the current days on the market for homes is \_\_\_\_\_. My days on the market, or time of sale, is \_\_\_\_\_. That reduction in market time is of huge benefit to you. It creates increased activity and showings on your home. It increases the probability of offers and good offers. It reduces your mortgage payments on a home that you don't want to own any longer. Do you see how this benefits you?*

### MORE EFFICIENT TRANSACTION

#### Scripts: More efficient transaction

**Associate:** *Mr. Smith, it's a fact that only 16% of consumers return to an Agent that worked with them previously. That stat demonstrates that the efficiency level is low and the stress level is high for the customer. Well over \_\_\_\_% of my transactions are with repeat clients and the referrals they send my way. This difference, and my personal guarantee, creates a better, smoother transition for you into your new home. Do you see how this creates an advantage for you?*

**Associate:** *Mr. Smith, a negative to an emotional, non-efficient transaction is that the buyer and seller can be at odds. That increases the probability of more costly and repair negotiations, late closures, last minute demands to closing. We can save you money through a more efficient transaction process. Doesn't that make sense?*

**Associate:** *Mr. Smith, the truth is, if the transaction isn't efficient and timely, the closing could be late. With the volatility of current interest rates, this could cost you in the long run over the life of your loan. Because we close over \_\_\_\_% of our transactions on time, we can ensure these costs don't happen to you. For a typical person, a ½% increase in rate equals close to \$50,000 in extra payments over the life of a 30 year mortgage. Do you want to take that kind of risk with another Agent?*

## BETTER POSITIONING STRATEGY

**Scripts: Better positioning strategy**

**Associate:** *Mr. Smith, since we position your home more strategically, we increase the number of Agents that actually show your home. With the increased showings, we can increase the buyers and potential offers. This creates more buzz on your home, which equates to more dollars in your pocket. Doesn't that appeal to you?*

**Associate:** *Mr. Smith, one of my primary jobs is to enhance the demand for your home. Real estate at its core is a supply and demand business. My job is to increase the demand for your home over the competition in the marketplace. One way to know if an agent is successful at accomplishing that is to compare the statistics of listings sold versus listings taken. The broad average right now is \_\_\_\_% of homes actually sell. My average is over \_\_\_\_%. Would you agree that we are more effective at positioning your home?*

## STRONGER PROPERTY DEMONSTRATION

**Scripts: Stronger property demonstration**

**Associate:** *Mr. Smith, often buyers are down to 2 or 3 houses they are trying to decide between. With new competition coming on the market daily, it's important to win when you get on a buyer's short list. The Agent can mean the difference between getting an offer or no offer, through their ability to demonstrate value and benefits of your home. Is that what you are looking for?*

**Associate:** *Mr. Smith, when an Agent is writing an offer on behalf of a buyer, or when we are negotiating with a buyer, it is imperative that your Agent can demonstrate value of your property compared to the competition. It is clear that we have that skill given my average list price versus sales price is \_\_\_\_% higher than the other Agents in the. Do you see the benefit to you in that?*

## EFFECTIVE PRICE VERSUS VALUE COUNSELING

**Scripts: Effective price versus value counseling**

**Associate:** *Mr. Smith, many Agents are more concerned with seeing the listing rather than having a real conversation as to the value of your property. They will talk in terms of price, not value. They will get you all worked up about the price and set you up for the big surprise. The question is do you want the truth now or later?*

**Associate:** *Mr. Smith, let's agree to talk in terms of value – what your house is worth. Once we agree on that, we can talk about price, which is really a marketing strategy. Is that agreeable with you?*