

Listing Mastery™

Scripts - Session 4

Developing a Powerful Value Segment



To your Achievement of Excellence in Life

SCRIPTS FOR SELECTING VALUE

Script: My role

Associate: *Mr. and Mrs. Seller, there is no perfect or exact value for real estate. The marketplace determines the value of your home. What I think your home is worth doesn't matter. Based on today's market conditions, inventory of homes, recent sales, homes that failed to sell, all those factors we will use and together we will determine the market value based on the marketplace. How does that sound to you?*

Associate: *In the end _____ and _____ there are segments in the sale of your home that we can control and other segments that are out of our control.*

The location of your home is fixed and can't be changed. The marketplace value is controlled and determined by the marketplace. I will control and execute a quality marketing strategy. You will certainly control the condition of the home as well as selecting the initial asking price for your home.

We have to understand what the marketplace is expressing about your home as it relates to the other options buyers have selected or could select instead of your home.

Script: Factors that influence property value

Associate: *Mr. Seller, let's say we are looking for your next home. I call you with a great new listing. What is the first question you will ask me? Where is it located? That's what the buyers ask first is location. You have heard the old adage, location, location, location? That's because it has the greatest influence on value.*

Associate: *Mr. Seller, before we talk about all the wonderful amenities you have to your property, we have to understand how value is determined for real estate.*

The base of the value pyramid is location. Your home's location is the biggest factor in determining the value of your home. We certainly can't change the location so we have to consider value based on location first and then size of your property. Do you see how real estate works?

THE COMPARATIVE MARKET ANALYSIS

Script: Constructing a Powerful CMA

Do you see where your home fits in the marketplace?

Is there a place where your property is aligned with the marketplace?

Based on this data and the marketplace, where do you see your home fitting?

THE COMPARATIVE MARKET ANALYSIS

Script: Selecting the right comparables

How do you feel about these homes?

What are these homes saying about market value?

Where do you see your home fitting in here?

Do you see a pattern or trend emerging?

Script: CMA value alignment

Is this enough net to get you to your goals?

If not, how much more do you need?

Scripts: CMA value alignment

So the marketplace is _____ away from your expectations, is that correct?

I am not sure that the marketplace is going to change that, given its state. What happens if that is the case? What will you do?

It seems that the marketplace is not moving in that direction; I certainly wish it was. What other options in your view do you have given the state of the marketplace?

Would you be willing to take a little less given the marketplace realities?

Scripts: Closing opportunities

Bob and Mary, is this enough from the sale of your home to accomplish your goals?

Bob and Mary, is the enough from the sale of your home to accomplish your objectives?

Bob and Mary, can we achieve what you want with this amount in net proceeds?

Bob and Mary, how much off is the market from your meeting your objectives?

Would it be possible to borrow a little more on the next home?

Do you think you could find some investments that would give you a better return for your nest egg?