

# SURGE™

## Session 3

### Creating Listings Out of FSBO's and Expireds



To your Achievement of Excellence in Life

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## OBJECTIVES

**During this session you will:**

- Target and approach FSBO sellers as listing prospects
- Set appointments with FSBO's to build a service relationship
- Learn the 5 Strategies for Expireds
- Target and approach Expireds as listing prospects
- Learn to deal with appointment objections

**PORTRAIT OF A FSBO**

According to NAR's Home Buyer and Sellers' Report: #1 reason people choose to attempt to sell by owner was they did not want to pay a commission fee...46%.

A FSBO that converts to agent representation sells on an average of 14 weeks according to NAR.

**EXHIBIT 8-7 TIME ON THE MARKET, FSBO AND AGENT-ASSISTED SELLERS**

*(Percentage Distribution)*

	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Less than 1 week	8%	27%	45%	16%	5%	5%	*
1 to 2 weeks	30	29	27	30	31	31	19
3 to 4 weeks	11	10	11	10	11	11	11
5 to 6 weeks	6	3	1	4	7	7	*
7 to 8 weeks	5	4	2	5	5	5	11
9 to 10 weeks	4	2	4	1	4	4	*
11 to 12 weeks	6	4	*	7	7	7	7
13 to 16 weeks	5	3	*	4	5	5	7
17 to 24 weeks	7	4	5	4	8	8	6
25 to 36 weeks	7	4	2	5	7	7	17
37 to 52 weeks	5	8	3	11	5	5	1
53 or more weeks	6	3	1	4	6	6	21
Median weeks	5	2	1	3	6	6	14

\* Less than 1 percent

**EXHIBIT 8-2 FSBO AND AGENT-ASSISTED SALES, 2003-2013**

*(Percentage Distribution)*

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
All FSBO (For-sale-by-owner)	14%	14%	13%	12%	12%	13%	11%	9%	10%	9%	9%
Seller knew buyer	5	5	5	5	5	6	5	5	4	3	4
Seller did not know buyer	9	10	8	7	7	7	6	5	6	6	6
Agent-assisted	83	82	85	84	85	84	85	88	87	88	88
Other	4	4	2	3	3	3	4	3	3	2	3

66% of FSBO's who actually sell do so in 4 weeks or less.

73% of FSBO's who actually sell do so in 8 weeks or less.

TARGETING YOUR FSBO PROSPECTS

FSBO's are easy to find.

NEW METHODS

➔ **Byowner.com, FSBO.com, Zillow.com**

- Search FSBO websites: Some examples include [www.byowner.com](http://www.byowner.com), [www.forsalebyowner.com](http://www.forsalebyowner.com), [www.fsbo.com](http://www.fsbo.com), [www.zillow.com](http://www.zillow.com), [www.owners.com](http://www.owners.com), [www.salebyowner.com](http://www.salebyowner.com).

➔ **RedX.com, Landvoice, Vulcan 7**

- Check out The RedX ([www.theredx.com/affiliate](http://www.theredx.com/affiliate)). A company that aggregates FSBO information and phone numbers so you don't have to research them. They put all the information into a CRM software.

➔ **Zillow Make Me Move**

- <http://www.zillow.com/make-me-move>

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**FSBO’s rely heavily on outdated marketing approaches to sales:**

**EXHIBIT 8-12 METHOD USED BY FSBO SELLERS TO MARKET HOME**

*(Percent of Respondents)*

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Yard sign	36%	8%	53%
Friends, relatives, or neighbors	28	46	17
Online classified advertisements	16	4	24
Open house	14	8	17
For-sale-by-owner website	13	5	18
Third party aggregators	11	3	17
Print newspaper advertisement	7	2	11
Multiple Listing Service (MLS) website	7	1	11
Social network website (e.g. Facebook, Twitter, etc.)	7	6	7
Realtor.com	4	4	6
Newspaper website	3	2	4
Direct mail (flyers, postcards, etc.)	1	2	*
Video	1	*	1
For-sale-by-owner magazine	*	*	1
Other websites with real estate listings (e.g. Google, Yahoo)	*	*	1
Video hosting websites (e.g. Youtube, etc.)	*	*	*
Other	2	1	3
None - Did not actively market home	32	51	18

\* Less than 1 percent

**OLD METHODS**

- ➔ Drive around
- ➔ Enlist the help of family and friends

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**SELECTION CRITERIA**

**In targeting FSBO's for conversion, use the following selection criteria:**

- Clear motivation to sell
- A short selling timeframe
- A specific place they need to be by a certain date
- The capacity to sell at fair market value with a commission or willing to do a short sale
- A high demand home in a high-demand neighborhood
- Owners who don't have a best friend or relative that is a real estate agent

**TOP 20 OR TOP 30 LIST**

**Create a Top 20 or Top 30 List.**

**FSBO OBJECTIVE**

**What's our objective with a FSBO?**

- To obtain a face-to-face appointment; we want to see the seller's home.
- We want to transfer value.
- Offer more benefits and value.

***It's easier to sell to someone what they want to buy than what you have to sell them.***

– Dirk Zeller

- We want to transfer value, but we need to know what to transfer

**EXHIBIT 8-13 MOST DIFFICULT TASK FOR FSBO SELLERS**

*(Percentage of Distribution)*

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Getting the price right	13%	16%	10%
Preparing or fixing up the home for sale	12	9	14
Understanding and performing paperwork	8	10	6
Selling within the length of time planned	7	12	4
Having enough time to devote to all aspects of the sale	6	6	6
Helping buyer obtain financing	3	8	1
Attracting potential buyers	3	1	4
Other	1	*	1
None/Nothing	48	39	55

\* Less than 1 percent

**ITEMS TO DELIVER OR SEND TO FSBO'S THAT CONVEY VALUE**

- Sample Net Proceeds Sheet
- Sample Walkthrough Form
- Sample of Purchase and Sale Agreement
- Saleability Rating Checklist
- Updated MLS data of sales in last 4 weeks in their price range
- Updated MLS data of active listings in their price range
- Updated MLS data of expired listings in their price range
- Guest Register to use for showings
- Open House Sign-in Sheet
- Telephone Lead Capture Sheet
- Mortgage Flyer Information
- List of homes to purchase based on their criteria as a buyer
- Free Reports about selling their property
- Information about staging their property
- List of quality contractors or service providers for repairs



## SURGE COACHING SESSION 3 – CREATING LISTINGS OUT OF FSBO'S AND EXPIREDS

- We want to demonstrate our market knowledge and professionalism.
- We want to discuss their needs, wants, goals and expectations.
- We want to probe their urgency.

### EXHIBIT 8-8 SELLER URGENCY, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

Sellers needed to sell:	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Very urgently	16%	10%	14%	6%	16%	16%	26%
Somewhat urgently	38	29	28	31	40	39	45
Not urgently	46	61	58	63	44	45	29

Your goal is to build a connection, then to build a professional service relationship. The only want to do that is to get face-to-face.

## FSBO PHONE APPROACHES

There are a number of ways to effectively approach a FSBO over the phone. The key is to practice a few different approaches to find the approach that feels most comfortable.

### 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?*

MARKET EXPERT – KEEPING UP WITH THE INVENTORY APPROACH (2)

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?*

**WORKING WITH A BUYER APPROACH (2)**

**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:**

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

**YOU SAY:**

*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?*

**CLOSE OPTION**

**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:**

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

**YOU SAY:**

*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.*

**CLOSE OPTION**

**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:**

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

**YOU SAY:**

*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.*

**CLOSE OPTION**

**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:**

Can't you just mail it?

**YOU SAY:**

*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.*

**CLOSE OPTION**

**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?*

FINAL QUESTION

**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.”*



INTRO TO EXPIREDS

The key to success with Expireds is to work them consistently and with commitment.

When do the Expireds come up? You have to know your market pattern.

Working Expired Listings is a way of business life.

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**Strategically you have to look at:**

- Your marketplace
- Your competition

**Leveraging technology – RedX, Landvoice, Vulcan 7:**

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ANALYSIS OF YOUR EXPIRED MARKET

ClientCare@RealEstateChampions.com/Fax: 541-330-7449

Client \_\_\_\_\_ Group: \_\_\_\_\_ Coach: \_\_\_\_\_ Date: \_\_\_\_\_

What is the overall size of my marketplace? \_\_\_\_\_

What is the size of the expired area I will work? \_\_\_\_\_

How many expireds came up in the last... \_\_\_\_\_

Month \_\_\_\_\_

90 days \_\_\_\_\_

6 months \_\_\_\_\_

What is my annual goal this year for expired listings? \_\_\_\_\_

What is my monthly goal? \_\_\_\_\_

Are there enough expireds in my market to meet my goal? YES / NO

What percentage of the expireds do I need to get to reach my goal? \_\_\_\_\_

(Your goal ÷ number of expireds)

Is that percentage reasonable? YES / NO

How many people really work expireds in my market? \_\_\_\_\_

Who are the best agents working expireds? \_\_\_\_\_

Notes: \_\_\_\_\_

What are they doing? \_\_\_\_\_

Notes: \_\_\_\_\_

Do you know their systems? YES / NO

Notes: \_\_\_\_\_

Have you seen what they send? YES / NO

Notes: \_\_\_\_\_

Do you know what they say? YES / NO

Notes: \_\_\_\_\_

Do you know what they say about you? YES / NO

Notes: \_\_\_\_\_

What are their weaknesses? \_\_\_\_\_

Notes: \_\_\_\_\_

KEY MARKET STATISTICS

Key sales number for Expireds: Personal listings sold versus Listings Taken Percentage

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THE BIG 3

**My Local Market:**

- Listings Taken versus Listings Sold %
- Days on the market
- List Price to Sales Price %

**My Company:**

- Listings Taken versus Listings Sold %
- Days on the market
- List Price to Sales Price %

**My Personal Production:**

- Listings Taken versus Listings Sold %
- Days on the market
- List Price to Sales Price %

**QUADRA TRACK™**

<b>Base Scripts</b>	<b>Connection – Trust Building Scripts</b>	<b>Safety Zone Scripts</b>	<b>Objection Handling Scripts</b>

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**5 STRATEGIES FOR EXPIREDS**

**1. TELEPHONE**

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2. MAIL MARKETING

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3. FACE-TO-FACE STRATEGY

→ Reduces the number of contacts to recognition or differentiation

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→ You will receive a truer picture of the prospect

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→ It demonstrates your commitment to success

**COMMITMENT TO SUCCESS SCRIPTS**

\_\_\_\_\_, *I am so committed to my success and my clients' success in getting their home sold I am willing to go the extra mile to where most agents won't go even one step extra. Isn't that the type of agent you are looking for? One that is willing to do more?*

\_\_\_\_\_, *I am here meeting you because I believe that homes are sold through extra effort in this type of a market we are experiencing. It could be one of the reasons your home has failed to sell. Just imagine what length I will go to when I secure a lead that is interested in your home. Wouldn't you agree that level of commitment could help you sell this time around?*

→ Saves you time in the sales cycle

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### SALES CYCLE TIME SAVERS

\_\_\_\_\_, *I appreciate the opportunity to visit with you face-to-face. I am convinced that I can help you. I need to ask you, when you decide to interview for the job of selling your home would you grant me an interview to try to win your business?*

\_\_\_\_\_, *it was a pleasure to meet you and see your home. 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?*

\_\_\_\_\_, *under what circumstances would you see yourself using services like mine?*

\_\_\_\_\_, *on a scale of 1 – 10 what would the chances be of earning your business?*

\_\_\_\_\_, *are there any circumstances you would see yourself using a service like mine?*

\_\_\_\_\_, *are there any circumstances you would see that would cause you to interview me for the job of selling your home?*

**“Yes” Response:**

*“Under what circumstances?” or “Can you tell me what those circumstances would be?”*

→ It demonstrates your professionalism

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**4. LISTING APPOINTMENT ONLY**

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**5. THE INSPECTION APPOINTMENT OR THE MEET AND GREET APPOINTMENT**

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**MINDSET OF AN EXPIRED**

- **Frustrated**
- **Disappointed**
- **Angry**

Whatever they feel for their agent they can also feel for the real estate community...that can mean you as well.

You agree and connect with them.

Matching the intensity of their frustrations and feelings helps to build a connection between you and the expired prospect.

**MLS PRINTOUT**

*There are a couple of items on the MLS printout that might have had an impact on your showing activity that I really think you should see. Unfortunately I am heading into another appointment or I would get it to you right now. I am free at \_\_\_\_\_ or \_\_\_\_\_ later today. Does either of these times work for me to just stop by to show you and walk you through what I am seeing here?*

Don't be influenced by the hostility.

Understand the hostility is really disappointment and frustration at their present situation.

**DEFUSING THE EXPIRED AND LOWERING RESISTANCE**

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**KEY POINTS THAT CONNECT WITH AN EXPIRED SELLER**

- Nothing to lose; everything to gain.
- They have zero risk.
- They have no obligation to you.
- Costs them nothing.
- You won't even bring a listing contract.
- This appointment isn't to list their home.
- You don't know enough about their situation to know if they can be helped. They don't know enough about you to know that you can't.
- They don't know for sure why their home didn't sell.
- Why make the same mistake twice?
- Why not get a second opinion?



SAFETY ZONE SCRIPTS

- 1. *Because we have just met over the phone, at this point I don't know enough about your situation to guarantee I can help you, and you don't know enough about me to know that I can't help you, so wouldn't it be worth a few minutes to know with certainty?*
  
- 2. *\_\_\_\_\_, here's the truth, I don't know enough about your goals and objectives to know 100% that I can help you, like the \_\_\_\_ other expired clients I have successfully helped in the past, and you don't know enough about me and my process and the results I achieve for clients to know that I can't help you, so why don't we both invest a few minutes to find out if I can help.*
  
- 3. *Until we invest a few minutes together, I don't know if your results will be the same, worse or better. Would you be willing to spend a few minutes together to see?"*

DEALING WITH APPOINTMENT OBJECTIONS

Are they willing to do what is necessary based on today's market conditions?

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**YOU REALTORS ARE ALL THE SAME**

**1. Associate:** *I would agree that many agents provide very similar services. We have a (USP) program that creates a distinct advantage for the seller we represent.*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*I would be happy to show you the advantages as a seller. I could meet with you at \_\_\_\_\_ today or at \_\_\_\_\_ tomorrow. Which is better for you?*

Direct Option



*I know these programs will help. Does \_\_\_\_\_ work for you?*

Permission Close



*Would there be a time later this week to go over these programs?*

**2. Associate:** *I would agree, to most consumers, agents do look the same. It is the level of service you receive as a client and the skill of the agent that makes the difference. Are you looking for a high level of service? Great!*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*Would \_\_\_\_\_ or \_\_\_\_\_ be better for us to get together?*

Direct Option



*That is what I will bring. Let's meet on \_\_\_\_\_ at \_\_\_\_\_. Okay?*

Permission Close



*Great, when can we meet in the next few days?*

**YOU REALTORS ARE ALL THE SAME CONT.**

**3. Associate:** *I can understand your thoughts; we all look like we are doing the same thing. One of the big differences is expertise, and frequency of what we do, and the results. What are your expectations of the agent that represents you?*

*Boy, I can surely understand where you get that impression and feeling. And I know the kind of frustration you feel, because I've felt it myself when I've taken over listings like yours only to find poorly written and prepared marketing, MLS data, virtual tours and other exposure issues. Mr. and Mrs. Seller, there really is a difference in agents. If there weren't we would all be doing the same level of business in terms of listings, sales, time on the market, and list-to-sale price ratios. And we'd all have the same level of client satisfaction. Does that make sense?*

*So the real question is what's the difference because there has to be one, right? I would be delighted to spend just a few minutes with you to help you understand the differences.*

**CLOSE OPTION**

**YOU SAY:**

**Alternate of Choice**



*I am heading into an appointment right now but I am available later at \_\_\_\_\_ or tomorrow at \_\_\_\_\_ if either of those times works.*

**Direct Option**



*I can meet with you at \_\_\_\_\_ okay?*

**Permission Close**



*What works in your schedule in the next couple of days to meet?*

**HOW COME YOU DIDN'T SHOW IT WHILE IT WAS ON THE MARKET?**

**1. Associate:** *That's a great question. You see, I truly believe that I have an obligation to spend my time working diligently to sell the homes of the people who have entrusted their home to me to sell. So I spend the bulk of my time doing that, rather than selling other homes in the marketplace. Is that the kind of commitment and focus you are looking for in an agent?*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*Great, would \_\_\_\_\_ or \_\_\_\_\_ be better for us to get together?*

Direct Option



*That is what I will bring. Let's meet on \_\_\_\_\_ at \_\_\_\_\_. Okay?*

Permission Close



*Great, when can we meet in the next few days?*

**2. Associate:** *I can appreciate that question. I think the difference is, my focus to get the job that I am hired to do, done. I was not hired to sell your home. Right now in our board \_\_\_\_\_% of the homes that are listed, sell. My listing to sale ratio is \_\_\_\_\_. This gives you a tremendous advantage over the other homes when working with me. Are you looking for an edge over the competition? Terrific.*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*I am heading into another appointment currently. However, I am free later today at \_\_\_\_\_ or \_\_\_\_\_. Which is better in your schedule?*

Direct Option



*I have an opening at \_\_\_\_\_.*

Permission Close



*With your permission, let's meet later this week, okay?*

HOW COME YOU DIDN'T SHOW IT WHILE IT WAS ON THE MARKET? CONT.

**3. Associate:** *That's a great question and I'm sure this is a source of frustration for you right now. I can assure you that I personally take the responsibility of selling someone's home very seriously. In many cases, my clients have entrusted their largest asset to me. Because of that trust, I work almost exclusively to ensure their sale. With a \_\_\_\_\_% success rate against the market average \_\_\_\_\_% success rate, I must be doing something right. Wouldn't you agree?*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*I am open later today at \_\_\_\_\_ or I have an opening at \_\_\_\_\_ tomorrow if you like. Which works best for you?*

Direct Option



*It only takes a few minutes. I have an opening on \_\_\_\_\_ at \_\_\_\_\_. Shall we book it?*

Permission Close



*We only need a few minutes. When would be a good time for you?*

**4. Associate:** *I have found in the years I have been in business some of my best clients that we helped the most and appreciated our professional service the most were people in your situation. That's why I am calling. I only need a few minutes of your time to see if we can be of service to you. Isn't it worth a few minutes to get that professional second opinion?*

**CLOSE OPTION**

**YOU SAY:**

Alternate of Choice



*I have appointments the rest of the day. I am open to meet at \_\_\_\_\_ or \_\_\_\_\_ on \_\_\_\_\_. Is one of those better for you?*

Direct Option



*We will only need 5 minutes each. How about \_\_\_\_\_ at \_\_\_\_\_?*

Permission Close



*What is your schedule like later this week?*

**WHY ARE YOU CALLING ME NOW?**

**1. Associate:** *It sure seems like a lot of people are calling, doesn't it? Your home's listing came up as expired, so I am calling to see if I can be of service. In order for me to accurately assess my ability to help, I need just a few minutes of your time and to see your home.*

**CLOSE OPTION**

**YOU SAY:**

- |                     |   |  |
|---------------------|---|--|
| Alternate of Choice | ➔ | <i>Would _____ or _____ be better for you this week?</i> |
| Direct Option       | ➔ | <i>Why don't we meet at _____?</i>                       |
| Permission Close    | ➔ | <i>Does later this week work for you?</i>                |

**WE ARE GOING TO RE-LIST WITH OUR PREVIOUS AGENT**

**1. Associate:** *You were on the market for six months correct? Let me ask you this, what do you think she's going to do in the next six months that she hasn't done already? So, she should have probably done everything that she could do to get the home sold in the last six months, right? Are you looking for somebody that's aggressively going to get your home sold or do you want to wait for somebody to show up to buy it?*

**CLOSE OPTION**

**YOU SAY:**

- |                     |   |   |
|---------------------|---|---|
| Alternate of Choice | ➔ | <i>Would _____ or _____ be better for you?</i>  |
| Direct Option       | ➔ | <i>Let me at least give you a second opinion, let's meet tonight at _____.</i>  |
| Permission Close    | ➔ | <i>With your permission I'd like to be that second opinion. When would be best to give you this valuable service?</i> |

**WE ARE GOING TO RE-LIST WITH OUR PREVIOUS AGENT CONT.**

**2. Associate:** *I appreciate your loyalty to your previous agent. How long were you listed the previous time with him? Wow, that is certainly a reasonable length of time. What new strategies is he going to implement this time to ensure your home is sold? Do you think it might be worth at least getting a second opinion before you relist so you have a different view of the marketplace, marketing, strategy, market trends, buyer volume, staging, pricing strategy, branding, positioning, and a host of other factors that will influence your sales price as well as saleability?*

**CLOSE OPTION**

**YOU SAY:**

- |                     |   |   |
|---------------------|---|---|
| Alternate of Choice | ➔ | <i>Would _____ or _____ be better for you this week for a second opinion?</i>   |
| Direct Option       | ➔ | <i>Let me at least give you a second opinion, let's meet tonight at _____.</i>  |
| Permission Close    | ➔ | <i>With your permission I'd like to be that second opinion. When would be best to give you this valuable service?</i> |

**WE ARE GOING TO WAIT UNTIL...**

**1. Associate:** *I can appreciate how you might feel that waiting might lead to a better conclusion for you. Let me ask you \_\_\_\_\_, if waiting would actually harm your opportunity to sell your home would you want to know about it? Based on the market trends, inventory levels, interest rates there is some indication the marketplace will be more challenging this spring.*

**CLOSE OPTION**

**YOU SAY:**

- |                     |   |   |
|---------------------|---|---|
| Alternate of Choice | ➔ | <i>Would _____ or _____ be better for you this week to go over your options?</i>                    |
| Direct Option       | ➔ | <i>Let me at least give you your options, let's meet tonight at _____.</i>                          |
| Permission Close    | ➔ | <i>With your permission I'd like to go over your options. When would be best this week to meet?</i> |

**ACTION PLANS – WEEK 3**

1. Decide which ones, Expireds or FSBO's, you should target.
2. Review the strategy for selected targets.
3. Call at least 10 this week of either FSBO's or Expireds.
4. Set one to two preview appointments.