

# The Perfect Real Estate Assistant

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## Session 14

### Assistant Session

### Expired, FSBOs & Open Houses

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## **Session 14 - Assistant Session: Expired, FSBOs & Open Houses**

### **Objectives for Today's Session**

1. Review expired package.
2. Review FSBO package.
3. Samples of prospecting letters.
4. Review lead follow-up system.
5. Assistant duties on lead follow-up.
6. Review tips and checklist for Open House preparation.
7. Review tips for Virtual Open House Tours

### **Guidelines for this course:**

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:  
<https://www.facebook.com/mapscoaching>
2. Only paid participants may listen and contribute.
3. To ask a question or make a comment, please use the “Chat” Box.
4. If you would like to speak on the call, please wait until the end of the session to raise your hand. The coaches will call on you know when they are ready for comments.
5. Complete all assignments prior to call. Be PREPARED!

### **Notice**

The Telephone Consumer Protection Act (TCPA) regulates calls and text messages made using certain technologies. The TCPA includes the National Do Not Call Registry and also regulates telemarketing calls. Real estate agents who violate these laws face stiff regulatory penalties and/or potentially catastrophic legal damages. Contact an attorney to determine if your practices follow TCPA guidelines. In addition to federal laws, several states have laws governing telemarketing. Consult an attorney to determine applicable laws in your area.

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## Agenda for Today's Session

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## Get Ready!

Complete the questions on this page as a warm-up to prepare for your coaching session.

Where does your agent's business come from?

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What systems are in place for lead capture?

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What systems are in place for lead follow-up?

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How do you help as a great assistant?

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Do you have an expired package? Do you have a FSBO package?

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What is your percentage for repeat and referral business from past clients?

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What are you willing to do to increase business?

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How do you track your open house conversion rates?

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**COMPLIANCE: DO NOT CALL/TELEPHONE CONSUMER PROTECTION ACT****WARNING!**

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The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed call, prerecorded calls, faxes and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, auto dialer restrictions and prerecorded messages.

**Auto Dialers**

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system.

**Prior Express Written Consent/Written Consent**

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

**Know the Federal and State Laws**

In addition to Federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

**Violations**

Recipients of calls that violate the TCPA may recover up to \$1500 for each violation. Use of an auto dialer can rapidly accelerate potential damages.

**DO NOT CALL DO'S AND DON'TS**

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Under federal law, sellers and telemarketers may not call individuals on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult and attorney regarding compliance with DNC laws.

**Subscribe to the Registry**

The DNC registry is hosted on a dedicated website. Your market center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

### Check Before Your Call

Before making a call, check to see if the number is on any of these lists: 1. The National Do Not Call Registry 2. Any state Do Not Call list 3. Your internal list. If the number is on any of these lists, delete it.

### Honor Consumers' Requests

Never call a number on the Do Not Call Registry. Honor an individual's request to be added to your internal DNC list.

### Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

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Rainmaker

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Agent

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Assistant



## Where to Find Phone Numbers

- Tax records
- Haines Directory
- 411.COM AND 411
- Call the next-door neighbor

**Script:** *This is \_\_\_\_\_ with \_\_\_\_\_’s office. We are desperately looking for your neighbor at 123 Cherry Street. They recently had their home up for sale and we must speak to them as soon as possible. Do you know how we can reach them or do you know anyone in the neighborhood who might know how to contact them?*

- Internet Sites:

- |                    |                              |
|--------------------|------------------------------|
| ⇒ Google.com       | ⇒ nite.owlplus.com           |
| ⇒ Whitepages.com   | ⇒ reversedirectory.com       |
| ⇒ Infousa.com      | ⇒ ultimatewhitepages.com     |
| ⇒ usa.com          | ⇒ flatrate.com               |
| ⇒ switchboard.com  | ⇒ planetrealtor.com          |
| ⇒ infospace.com    | ⇒ yahoo.com, “people search” |
| ⇒ netdetective.com | ⇒ msn.com                    |
| ⇒ qwestdex.com     | ⇒ bigyellow.com              |
| ⇒ anywho.com       | ⇒ zabasearch.com             |
| ⇒ streetsmart.com  | ⇒ superpages.com             |
| ⇒ doodle.com       | ⇒ peoplefinders.com          |
| ⇒ numberfinder.com | ⇒ dogpile.com                |
| ⇒ callus.com       | ⇒ lifewire.com               |
| ⇒ itstillworks.com | ⇒ vulcan7.com                |
| ⇒ landvoice.com    | ⇒ Indeed.com                 |

**TIP:**

Drive to the house...no answer? Door-knock the neighborhood and ask the neighbors for the number!

## Expired System

### *Who Are the Expireds?*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### *Expired Package*

1. Letter of Introduction
2. Company Information
3. Realtor info/ads/awards
4. Expired Client Reviews
5. Affiliate Reviews
6. Track Record

### *When to Use the Expired Package*

1. \_\_\_\_\_
2. \_\_\_\_\_



## Four Week Expired System



1. This is a 4-week campaign.
2. Letter #1 goes out on Monday.
3. Agent makes call on Monday of 1st week.
4. Letter #2 goes out on Thursday of 1st week.
5. Agent calls again on Monday.
6. Letter #3 goes out on Monday of 2nd week.
7. Agent continues to call if not had a conversation at this time...otherwise calls are based on conversation with expired seller.
8. Letter #4 goes out on Thursday of 2nd week.
9. Agent to follow up.
10. Repeat steps 1-8 for week 3 and 4.
11. Eliminate ones who have relisted.
12. Determine who goes into database based on conversations.
13. Keep calling!

**Expired Letters**

**Expired Letter 1**

Tim Hines  
6551 Ponto Dr  
Carlsbad, CA 92011

Dear Tim Hines,

**We have Succeeded Where Others Have Failed!!!!**

If you had hired us the first time you would not be receiving a letter like this.  
Call me and I will tell you why **we sell over 95% of our listings** where other agents only sell 40% of their listings.

**Homes we recently SOLD:**

<u>Address</u>	<u>Days on the Market</u>	<u>Days in Escrow</u>
1729 Barbour Ave	5 Days	23 Days
547 Carlsbad St	5 Days	30 Days
1361 Red Mountain	8 Days	35 Days
1702 Avenida La Posta	7 Days	30 Days
4724 Birchwood	9 Days	30 Days
15925 Welcome Way	9 Days	35 Days

**We are selling more homes for more money in less time than other agents!!**

Are you frustrated with the Home Selling Process?  
Call and we will share with you what we do that is different.

**888-888-8888**

\*If your property is currently listed this letter is not intended as a solicitation.

## Expired Letter 2

PIP Partners  
409 Adams St.  
Carlsbad, CA 92008

Dear V I P Partners,

Our Team has Sold an average of 22 HOMES per month over the last quarter!!

### **We succeed where others failed!**

Frustrated? Angry? Are You Sick and Tired of Hearing All The "Good" Excuses About Why Your Home Didn't Sell? Are You Mad as Heck and Ready to Do Something About it?

If you really want to get your home SOLD right now, today without giving it away, then this may well be the most important letter you've ever received. Please continue....

Based on information obtained from the MLS, it has come to the attention of hundreds of real estate agents that your home is no longer available for sale, and your phone is probably ringing off the hook with calls from these agents promising to do a better job for you if you only give them a chance. And I bet you're asking yourself...

**Where were all these agents 90 days ago?** If they're so good – why weren't they able to produce a buyer when my home was on the market? **Good question.**

The most common answer you'll hear is "your price is too high." And while that is sometimes the case, it is only one of many possible reasons which may be responsible for your home not selling during its original listing period.

You know, deep down, that a lot more could have been done... There is a lot more to selling a home than just plunking a sign on your lawn, an ad in the paper and turning the listing into the MLS, holding an Open House and then waiting to see what happens...and while it's a tragic mistake, this is exactly what most agents do...

The truth of the matter is **most real estate agents** are very well educated in the rigors and fundamentals of 'real estate' but are **totally ignorant when it comes to marketing...** and marketing is what gets a home sold.

If you are really serious about selling your home...if you really want it sold for the most money, in the shortest amount of time and with the least amount of headache and hassle - call us. Please, Do Not Re-list Your Home Until You Meet with Us!

Sincerely,

## Expired Letter 3

PIP Partners  
409 Adams St.  
Carlsbad, CA 92008

Dear P I P Partners,

### **Your Team Real Estate EASY EXIT LISTING GUARANTEE**

When you list your home through our EASY EXIT Listing Guarantee, you can cancel your listing with us at any time. No hassles. It's easy.

(Agent name) and her team have strong opinions about real estate service. She believes that if you are unhappy with the service you receive, you should have the power to fire your agent.

It takes a strong belief in the quality of one's service to make this kind of stand, but (agent name) never settles for less than the highest professional standards from herself and her team. We are confident you will be happy with our service and results. That's the simple truth. We always stand behind our service.

**The Guarantee: If you are unhappy with the service I am providing, I ask that you first discuss it with me because I would like the opportunity to improve. Simply tell me the problem and give me seven days to attempt to fix it. If you are still unhappy, simply ask for an unconditional release in writing emailed to [cancel@ourteam.com](mailto:cancel@ourteam.com) and you will have your release in writing (you will receive a copy of the MLS data sheet showing "Cancelled" status) within 24 hours from receipt of your request.**

**The Exceptions: If there is an accepted offer (in escrow), listing cannot be released. Broker protections as per the listing agreement continue to be in effect as explained on the listing agreement until such time as you re-list with another broker.**

If your property is currently listed this letter is not intended as a solicitation. We wish you the very best in your Real Estate needs.

## Expired Letter 4

P I P Partners  
409 Adams St.  
Carlsbad, CA 92008

Dear P I P Partners,

### **I'll Sell Your Home in 90 Days Or I'll BUY it... GUARANTEED!**

I can understand your frustration! You thought your property would sell in just a matter of weeks and instead, you're still vacuuming twice a day and leaving messages for your real estate agent.

Don't be discouraged. The reason your real estate isn't selling may have nothing to do with your property itself. In reality, it may be one of the more desirable homes on the market. There are all sorts of factors that go into the timely selling of real estate - when you're educated on all those factors and completely understand what's going on around you, it's much less stressful.

I have a complete full-time real estate team that covers every area of the marketing and sale of your home. We specialize in providing innovative service that will sell your home faster and for more money than other homes on the market. That means more money in your pocket a lot quicker.

Together, we may be able to identify the reason why your real estate hasn't sold and we can discuss what we're going to do about it.

I can assure you that I will design a customized and innovative marketing program for you, just as I have for every one of my clients. I give maximum exposure advertising, honest market analysis, and many specialized programs... which brings pre-qualified buyers immediately to your door.

Your property deserves a second chance! Pick up the phone and call me today at xxx-xxx-xxxx, to discuss my plan on how we can sell your home and start packing.

P.S. One final thought. All of my services are backed up by a no-risk guarantee. No-Risk Guarantee: I will sell your home in 39 days or I will sell it for FREE!

Sincerely,

\*If your property is currently listed this letter is not intended as a solicitation\*.

## Expired Letter 5

### House didn't sell?

#### *Frustrated with the process?*

We've noticed that your home is off your local multiple listing. I have sold many homes that other brokers could not sell or they simply gave up trying. Here are just a few examples:

#### **123 CHERRY STREET**

**Previously listed by Smith Realty for 90 days and not sold;  
then listed by Wright Realty for 65 days and not sold.  
(your name)\_\_\_\_\_listed and sold in 7 days.**

#### **2419 CEDAR RUN COVE**

**Previously listed by Rounder Realty for 90 days and not sold;  
(your name)\_\_\_\_\_listed and sold in 11 days.**

#### **5412 MERRY CIRCLE**

**Previously listed by Campbell Realty for 184 days and not sold;  
(your name)\_\_\_\_\_listed and sold in 18 days.**

Don't you owe it to yourself and your family just to explore a different approach and to find out why your house didn't sell previously? Remember, you always can re-hire the previous agent or just get disappointed and take the house off the market for the time being!

I have a creative active marketing plan and a professional team that works together to get your home **SOLD**. To schedule a 15-minute meeting, please call my exclusive sellers' line: \_\_\_\_\_

Call me today! The sooner you call me the sooner your home gets sold!

Sincerely,

*If your property is sold, or is currently listed with another agent, please disregard this letter.*

## Expired Watch/Expired Calling

Use this for a property where the agent went on the listing appointment and did not take the listing. Subsequently, another agent listed it at a price that caused it not to sell.

- These are the Listing Appointment files for properties the agent wants to list when expired.
- Files are to be kept in the file drawer with all the information from your agent regarding properties to be on “Expired Watch.”
- Before filing, when given the property to put on Expired Watch, pull the current MLS listing and add to the file.
- Check property on the MLS listings every day to see if it is expired.
- Notify your agent immediately when it shows up expired.
- Pull latest copy of MLS listing.
- Pull any files pertinent to potential seller of this property.
- Give agent the file from the Expired Watch drawer along with the above information. Make sure you have the seller’s contact information right on top so your agent can call them right away.

## FSBO and Expired Objection Handlers

### OBJECTION #1 – BRING ME A BUYER and I'LL PAY YOU 3%

Wonderful! So, it sounds like you are cooperating with agents and paying 3%. You want to get your home sold and obviously the best way is to get agents excited about selling your home -- right? So, what we are really talking about is how I can make up the other 3% it cost you to hire me. There are **two ways** I can do that -- may I share them with you? One is through the **exposure** I can give your property versus what you are able to do on your own. The other is by using our expertise in selling and negotiating properties to get you the highest price. In fact, we sell our homes for 98.7% of the asking price. The average agent sells homes for 95 or 96% and the average FSBO sells for 91-93%. So, we can easily make up the other 3% -- let's get together! What time is best for you?

So... If I understand you correctly... you'll pay me 3% if I...sell your home? (**Yes**) Let's do this... If I can...sell your home...with you paying me 6%...and you netting the same as if I sold your home for 3%, would you do business with me? (**What do you mean?**) Well...you're already willing to pay me three percent, right? Let's add 3% to your asking price...net you what you need...and I'll handle everything for you...fair enough?

It seems to make sense to just bring a buyer and what I think I'm hearing you say is that you just want results in selling your house, right? ... That's exactly why we should ... SET AN APPOINTMENT ... I'm already booked for today but I wouldn't mind coming out tomorrow afternoon! Does that work for you?

I understand, and I appreciate your offer. You've probably noticed that agents are calling saying they might have a buyer but in reality, don't have a buyer at all. A few might have a looker, but if they really had a buyer, you'd already have an offer, wouldn't you? Let me ask you a question. If there was an advantage to you... to listing your home with me...I mean if it made financial sense to list it ... as opposed to selling privately...would you do so? (**What's the advantage?**) Well, I'd be excited to meet with you and show you what that might be. I don't mind stopping by...I'll take a look and tell you realistically what you would net, what I'm doing, and you can compare and see what's best for you. I can come by at 4:00 or would 6:00 be better?

In this litigious world with crazy lawsuits by buyers, aren't you taking a huge gamble representing yourself?



Thanks for thinking about that...let me ask you...do you know how buyer's agents work? ...the job of a buyer's agent is to negotiate the most lucrative deal for the buyer, not you. So...why would you pay someone to actually work against you? It would be like paying an attorney to represent the other party...doesn't make sense does it? I have some time this afternoon or this evening that I could come by and show you strong representation can work to your advantage.

That does seem like a great idea, doesn't it? To at least save 3%. Have many agents have taken you up on that? Can I explain why? They were probably just trying to get your listing ... most agents that have qualified buyers are not willing to work with for sale by owners, do you know why? They are afraid that their customer might feel cheated...thinking if they buy a FSBO and their agent gets a commission that they could have worked directly with the owner and bought for a better price ... so most of the top agents steer clear of for sale by owners if they can ... does that make sense?

Let me ask you...would you like to get...the highest possible price for your home...and at the same time...have a powerful agent like myself negotiate the multi-page contract without legal problems, handle termite and physical inspection issues, coordinate the dates and escrows with very little stress and inconvenience to you? Wouldn't that be simpler? Would Tuesday at 4 or 4:30 be better for us to meet?

Are you aware that the majority of professional real estate agents would rather show their buyers homes that are listed with other professional powerful real estate agents? Do you see how selling your home yourself is limiting your exposure and reducing your chances of the best possible price for your house and with the best terms and conditions brought to you by another professional real estate agent? Be honest, you want the most exposure possible, a well-negotiated contract and less stress, right? Give me 20 minutes... I can show you how you can get the most exposure for your home by listing with me, a powerful professional real estate agent who can make this a smooth transaction for you and at the highest price possible. Would Tuesday at 4 or 4:30 be better?

That's great. Can I tell you why? Most buyers are working with an agent because they realize the value of having full representation. They don't have to worry about all the legal ramifications of trying to do it themselves. I'm sure you understand what you're getting yourself into, right? Let me ask you...who will be representing you when you sell your home? Your attorney...great. Obviously, they'll charge you a premium for handling the entire transaction. You know, all of those things the agent usually handles.

In other words, you're paying me 3% to bring you a buyer AND you're paying the attorney a higher fee. Mr. and Mrs. Seller, are you really saving a lot of money by handling this yourself?

Great. I'll keep that in mind. Let me ask you a question. Did you realize that in most cases, a home will sell at a higher price when listed with an agent? May I tell you why? Once your home is listed, thousands of agents in our market area have access to it. That's much more exposure than you have selling it on your own, right? Higher exposure usually equals a higher price for you.

What if I could show you how I could net you more money for your home, by selling it a higher price, which would off-set the commission. Would that be of interest to you? What works better for you, afternoons or evenings?

Bring you a buyer and you will pay 3%...GREAT!

(and then continue to the end of the script and they still give me the same response)

So, (based on info from script questions) you want to be in Colorado by June. What will happen if this doesn't sell right away??? (they answer that they would consider an agent). So, do you want to be sold by June or....do you just want to be under contract by then? (they say they want to be there by July 1, sold and closed as the house will be vacant). So... today is March 12...If you find a buyer in the next 6 weeks you might hit that goal.... Let me ask you....is KNOWING that you will be sold and closed by July 1 important to you? If we...MEET THIS WEEK...and.....YOU LIKE WHAT I HAVE TO SAY.... and..... YOU KNOW THAT YOU WILL GET AT LEAST THE SAME MONEY IN A MORE PREDICTABLE PROCESS, would that make you.....FEEL SAFER about this. (they say "perhaps"). As you say... you: (1) Are moving to Colorado (2) Need to be there sold and closed by July 1. (3) would.... FEEL SAFER...knowing you were sold and closed by July 1.... So, let's meet tomorrow at 3 o'clock.... or would 5 be better?

Thank you for that offer . . .yet when you...list with me...you wouldn't have just one agent working for you...you'd have dozens of great agents looking for a buyer for your home. Let's sit down together for about 15 minutes . . . What would be better for you . . . this evening around six . . . or would tomorrow at one work better?

## **OBJECTION #2 - WE DON'T NEED AN AGENT...WE CAN SELL IT ON OUR OWN.**

Mr. and Mrs. Seller, selling your home on your own in this market is one of the fastest ways you can lose money. You don't want to lose money, do you? Let's take 20

minutes so I can meet with you and help you understand how you lose money selling on your own and how you can save money by having a powerful real estate agent like myself get your home sold for you. Is Tuesday at 4 or 4:30 better?

I agree...you probably could sell it on your own. And I'm sure you know what you're doing...I mean... I'm clear on that just based on my conversation with you...and you're doing all the right things. However, the challenge that you run into is this. Does the buyer pay the commission? **(No)** No, so for the buyer there are no real estate fees involved. So, all they have to do is contact a realtor... and that agent will do all the searching, all the driving, and when a buyer says I like that one, the agent will tell them if it's worth the price and they'll do all the negotiation, handle the whole escrow and it doesn't cost them a thing. So, what is going to motivate a buyer to do all that leg work on their own? **(ans.)** Yes, generally speaking though, can you see that most serious buyers end up going to a real estate agent when it comes time to buy? **(yes)** As much as you are doing everything right...you're just limited as to who you can reach. Does that make sense? **(yes)** You do want to reach those serious buyers, don't you? **(yes)** Great! Let's go ahead and meet. I can come by today at 4:00 or tomorrow at 6:00...which is better?

You know, Mr. Seller... put yourself in the buyer's shoes. If you were buying a home... would you say it makes sense to use the free service of a professional agent to find you the home of your dreams and at the same time protect your interest ... or...would you spend enormous amounts of time to search for the home yourself without professional help to look after your interest. Sure, you would... I would too. Well, then wouldn't you agree... those who search homes for sale by owner are those who are sophisticated buyers... who are looking for bargains away for the crowd?

That's great and I'm sure you can! It's not a question of merely selling it ... I mean you're selling it on your own so you can make as much money as possible, right? ... Right! And here's the thing... you can sell it on your own but you'd probably be leaving money on the table and that's exactly what you don't want to do, right? ... That's exactly why we should ... GET TOGETHER! ... What works for you Monday or Tuesday afternoon?

You are right... the market is good and you may be able to sell it on your own, and yet have you considered what it could cost you? If you don't have a powerful agent, like me, representing you and your best interests, who is going to help you to wade through all the legalities, the disclosures, the inspections, etc., just to name a few of the roadblocks along the way? In this lawsuit happy society, you can easily open yourself up to lawsuits that can wipe out your entire fortune, not just the money you're thinking of saving by selling it yourself. So, let's do the right thing, let's simply set an appointment so I can show you how I can save you money and protect your interests, O.K.?

Your profession is \_\_\_\_\_, correct? I wouldn't dream of taking a stab at what you do.

I'm a professional real estate broker. I do this EVERY day. Let me do my job. I sell more homes than anyone in the area and my experience will get you home sold!

I'm sure you can. Let me ask you, if you had an important court case, you could represent yourself, right? YES. But you wouldn't, would you? NO. Your home is your most important asset, right? YES. Why wouldn't you hire a professional agent to ensure top market dollar and keep you out of future litigation and added costs. You want to know that when it's sold, it's done, forever. You don't want something to haunt you for years to come right? RIGHT. Let's set an appointment for (appt time), so I can get you top market dollar, and you'll know that it won't come back to bite you either before or after the sale.

Great!! How many homes have you sold? 2-3... I sold that many last week. Have you ever done a do-it-yourself project just to have it turn out to be a fiasco?! You ended up spending more time and money than if you would have just hired it out. And the frustration! Can you afford to have that happen with your most valuable asset? NO. I sell homes for a living. Let me show you how I can make it carefree and net you top market dollar. Are you available on (appt time)?

Is that because you have the impression that selling it yourself you will save money? (yes). Well, perhaps..... Most of the buyers who go to the trouble to search for By Owner properties do so with the idea that they will save 3-5% below market. Most of our buyer pool is from out-of-towners who are not bargain hunting. They just want a nice home in sparkling condition. They will pay well for that. Is your home in sparkling condition? (yes). May I come by and take a look? I may have a buyer and....in either case...whether.... YOU DECIDE TO....LIST WITH ME... you will get great value in meeting with me for 15 minutes. Which would be better for you...tomorrow at 4 or would 6 be better?

You probably could sell it yourself . . . May I ask you what you do for a living? . . . (X) . . . It probably takes a lot of training and experience to be really good at that . . . doesn't it? . . . It's the same way in my business. Helping folks through the puzzle of rates, points, fees, financing options and loan placement . . . with constant follow up . . . requires skills I have developed over a long time . . . I free you up to go on with the rest of your life . . . Then you show up at closing and get a nice check! . . . Let's sit down together for about 15 minutes . . . What would be better for you . . . this evening around six . . . ?

You probably could sell it yourself . . . May I tell you why I'd be just a little worried if I were you? . . . With everybody getting sued all the time these days . . . and since this

involves such a large investment... I'm sure you realize you need to be careful that the contract and paperwork are done exactly right . . . I help you to put up three "fire walls" between yourself and a lawsuit . . . I want to sit down and show you how I do this. . . What would be better for you... this evening around six . . . or would tomorrow at one work better?

[sellers' disclosure--home warranty--professional inspection by Buyer]

Yes..... you're right.....you could sell on your own.....however.....selling on your own concerns me.....are you aware over 50% of lawsuits in selling real estate are brought about through selling by owner?.....I could come by today.....

Yes, I'm sure you can sell your home -- The question is at what price can you sell your home? There are 2 reasons why it's difficult for you as a FSBO to get your price, may I share those with you? First, most qualified buyers are working with real estate agents and secondly, even if you're fortunate enough to get an offer, historically FSBO offers have come in at 7-10% below your price. Naturally, buyers know that you're selling without an agent and they are trying to save the same money as you. So, it's difficult to get your price. Now, when you list with us, we sell our homes for 98.7% of the sales price. Let's get together, would Monday or Tuesday at 4 be best for you.

I agree you may be able to sell yourself . . . are you aware that properties are selling for above their asking price . . . and by selling it privately, you are missing maximum exposure.

What would happen if you don't sell on your own? Are you aware that in today's market only 2% of all homes sell by for sale by owner and 98% of the homes sell by real estate agents? Can you afford to only have a 2% chance to sell your home?

### **OBJECTION #3 – WE ALREADY HAVE AN AGENT IN MIND**

That's great! What specifically causes you to believe that..."you get what you pay for"...does not apply to real estate?

Oh, you already have an agent picked out... Oh, that's great! And let me ask you ... you're selling on your own because you want to net top dollar ... right? ... I mean you don't care who sells your home ... it's what you put in your pocket that's important to you ... don't you agree? That's exactly why we should ... GET TOGETHER ... so I can



show you how I can put more money in your pocket! What works better for you Monday or Tuesday at 4?

Terrific! ... And what I hear you saying is that you want to ... FEEL COMFORTABLE ... with the person you choose to handle the sale for you! ... And that's exactly why we should ... GET TOGETHER! ... Look ... I don't care ... even if you don't ... LIST WITH ME ... if you want to sell a home in today's market, it's critically important that you do take a look at different marketing plans! ... At least you'll have a second opinion as to what your home will sell for and at the very least ... some new ideas as to how to sell your house! ... That's what you want is just to sell the house, right? ... So, what works best for you ... Monday or Tuesday afternoon?

That's great. I'm curious, how did you happen to choose that agent? Mr. and Mrs. Seller...do you agree that in every profession there are many who do a good job and very few who do a great job? You know, those few who are at the top of their field? They're at the top for a reason, right? In the real estate business, the top agents are the ones who sell the most homes and sell them in the least amount of time and for the highest prices. Isn't that the kind of agent you want? Let me take 10-15 minutes of your time so I can show you how to get the most money for your home. What's usually good for you, afternoons or evenings?

May I ask why you chose that agent . . . (X) . . . If I could show you how I could actually get you more money at closing . . . would you be interested? . . . Great . . . it will only take about 15 minutes . . .What would be better for you . . . this evening around six . . . or would tomorrow at one work better?

I can appreciate that...and almost everyone does...so let me ask you...do you absolutely have to...sell this home...or...are you just looking to do your friend a favor?...here's the thing...if I can show you that there's a benefit for you to... **hire me**... as your agent, would you do so?...let's get together and you don't have to...**choose me**...as your agent...you can... **decide**... for yourself...then you see... clearly ...which way is the best for you and your family...what would be the best time for you, 5 or 6....

Good! The more agents you interview, the more clearly you will see that I am the best agent to...list your home...and get it sold promptly. Could you be available.....

I understand your concern and one of the ways you will Benefit by having me to represent you is...unlike most agents, my Marketing style is more aggressive and right to the point, can I explain?(yes) There are 2 ways in marketing a home , Passive and Active Marketing....Passive Marketing...is putting a sign on the front lawn and an ad in the newspapers, do a few open house and W-A-I-T...W-A-I-T...W-A-I-t...for a buyer to

show up... Active Marketing ...is spending 4 to 5 hours on the phone every day to find buyers for your home...I call all my clients...the people I know ... and all the best Real Estate agents in the market to let them know about your home and ask them if they know someone to buy your home. This kind of Marketing has proven very effective and predictable...as a matter of fact 90% of my listings are sold at near full price, Full price or over full price...using this technique. Do you see how this marketing style can get you the Most Money and a fast sale ...? Do you see how you can benefit by having me to represent you in selling your home? (yes) Great! Sign the contract....

You already have picked an agent! Good for you! I am sure they are a good agent or else you wouldn't be considering them! However, has there ever been a time when you went to go buy something and you bought what you thought was good after looking around a little? Then later you found out you could have gotten a much better buy if you would have looked around just a little bit more? Have you ever had that happen to you? Well...I think this time is just like that time...and just saying that helps you to realize how important it is to interview a top agent like myself, so that you can get the best! I have some time available today at 5...or is 6 o'clock better?

#### **OBJECTION #4 – WE'LL LIST WITH A DISCOUNT BROKER IF WE DO LIST**

- Mr. and Mrs. Seller, would you take Fido to a discount veterinarian, or would you go to a discount doctor? Your home is your biggest financial investment, and it holds a key to your future: you can't afford to use a discount broker. I would like to show you how I sold \_\_\_ homes last year. Would Tuesday at 4 or 4:30 be better?
- Great, and of course you realize, the more you think that way, the more it costs you right?
- Using a discount agent certainly sounds like a way to save money, doesn't it? I mean you're probably thinking, if they can do the same kind of work and charge less, it would be great wouldn't it? And yet can I tell why that could work against you? **(ans.)** This agent is going to be the person that you're trusting, that you're hiring, to have every conversation with prospective buyers and all the conversations with agents that represent buyers for your home. So, if an agent is willing to give away their own money, their commission, just to get your listing, what makes you think they're going to do anything different with your money, your price, to try and get a sale? **(Ans.)** And I'm sure they're going to try their best. Nothing against them at all. However, they're whole method of doing business is designed around giving

discounts. That's how they get business, that's how they're trying to attract yours. I may be tough on my commission but I'll tell you...the good news for you is that I'm on your side, I'm firm on your price too. I don't mind doing this...let's meet...then you can compare and decide what's best for yourselves. I can come by about 4:00 or would 6:00 be better for you?

- By listing with a discount broker, you're really trying to set up to net as much money as possible, is that correct? **(Yes)** And nothing against a discount agent, I'm sure they would try their best. However, if they really knew how to get top dollar for your home...don't you think they would start by getting top dollar for themselves? It makes sense, doesn't it? I don't mind coming by...and you can compare and see what's best for yourselves.
  
- And I'm really glad that you brought that up, and is that the only issue at this point? OK. So, once you're comfortable with the commission, you'll be ready for me to go ahead and list your home? Super. Let me talk about the 5%, ultimately the most important thing is what you'll net right? You're right, there are a lot of agents charging 5%. And (name), you hear the market is pretty good right? The average home is selling for 96% of its asking price. That sounds pretty good, doesn't it? And you know what is really exciting for you? Over the past year, our listings have been selling for 98.3% of our asking price and I'm only going to charge you 6%, so you'll wind up netting more. You do pay more, yet you end up netting more and that's really what's most important, isn't it?
  
- Any agent that you would want to hire for 2%, you wouldn't want to hire. How is any agent doing to do anything for 2%...? Could you explain that to me? So, what are they going to pay the other agent? (They are going to sell it themselves) Well, isn't amazing what they try to fool you with. May I explain? (yes) As soon as we go through this.... you will see how incredibly nonsensical this is. (Name) If the 2% agent puts up a sign and they try to sell it themselves....and they get a buyer.... they can go to someone else's listing that is offering 3% and 50% more money than if they sold your house. ...Now (Name) is that what you want? (No) And on top of that, they are still going to have you home on the market.... Then a month later.... they come back and say.... well, we tried it and it didn't work...so let's put it in MLS. Now, you really don't want to go through that process, do you...Let's go ahead and go to work and do this thing right...What would be best for you.... Monday or Tuesday at 4?
  
- You could... list... with a discount broker, and what could actually happen is this: brokers will ...take a listing... at any price, just to get the listing; go and put a sign out in your yard; pick up buyers off of it; and sell them something else. You don't want agents



making money off of you, having your sign up in your yard, do you? What is their incentive to sell it? If they are picking up buyers off your sign, making 3%...\$10,000 off each buyer that calls, do you think they want that \$500 off of you, or \$10,000 from each buyer?

- Let me ask you...put yourself in the position of a buyer...you've seen the ads the discount broker runs on TV, claiming to save the homeowner a lot of money...right? So, knowing the discount broker is offering something for the seller, and nothing for the buyer, what advantage would a buyer have in contacting a discount broker? (Probably none) Exactly! Wouldn't they be more likely to call an agent that has homes for sale all over the area?
  
- So, you'll list with a discount broker and try to save money -- right. Let me ask you -- why do you think they are discounting their commission rate? Obviously, they don't have any listings which means they don't know how to get listings or more importantly to you -- get home sold. Selling homes is not a passive, discounted process. It takes an aggressive and active selling method and discount brokers don't know what that is. Let's do this -- let's meet for 30 minutes and we'll show you how we sold 60 homes last year for 98.7% of the listing price. What time works best for you?
  
- Yes! That is definitely an option! And may I explain how that might not be in your best interest? ... Let's say there are approximately 30 homes for sale in this area and price range that are similar to yours. ... Tell me, how many homes do you think the average motivated buyer looks at? ... Right about 10 and certainly no more than 15, I mean 20 would be pushing it! So, since you already know that the most motivated buyers are already working with agents, how do you think an agent narrows down that list of 30 available homes so that they can show their buyer the 10 best and write up a contract and get a deal going? .... Right! And one of the things they consider is the compensation they'll get! Let me ask you, if you were that agent and had to narrow down a list from 30 to 10, would you put in that list a house where you're going to get paid less than the other homes there? Why not start out showing them homes that they'll like where you'll get paid a full commission? Makes sense, doesn't it? Let's ... GET TOGETHER ... so I can show you exactly how to get to the top of that list! You do want your home shown to the most motivated and qualified buyers on the market, don't you? Of course, you do! So, I've got some time available on Tuesday afternoon and I wouldn't mind sharing this information with you!
  
- OUCH! I can understand your desire to save money and would you agree that you get what you pay for? With a gorgeous home like this are you sure you want to take the DISCOUNT approach?? (Upswing and shake head no)

- Have you ever gotten a "discount" that ended up costing you way more than a regularly priced item or service? Can you afford to have that happen with your most valuable asset?! NO. Let's set an appt for (appt time) so I can show you how I can net you top market dollar.
- Yes, some agents are now having to cut their commissions.... it is getting harder and harder for them to sell and compete in this market and they don't know what else to do.....you know if these discount brokers had been successful, all of the professional agents would be out of the business or showing the discounted brokers' listings.... and you know what, the leading agents are the only ones that keep selling lots of homes before and now.... does that make sense? When can I explain my advanced marketing techniques so you will understand that I am the best agent to get your home sold?
- Great...what would be the advantage???? Save money. Let me ask you this...and please be honest...if you were involved in a lawsuit and needed an attorney would you get the best, most professional attorney to defend you, or would you look for a "discount" attorney...Obviously, when it comes to your most valuable asset, you'll want to hire a powerful agent like me to defend your equity right???
- Most people are pretty value conscious today . . . wouldn't you say . . .If a discount broker could really do the same thing . . . for less money . . . don't you think people would have found out and switched to them? . . . But the truth is discount brokers have been around for over 20 years and they still only get a tiny fringe of the market . . .Let's do the right thing . . . Let's sit down together for about 15 minutes . . . What would be better for you . . . this evening around six . . . or would tomorrow at one work better
- And I'm really glad that you brought that up, and is that the only issue at this point? OK. So, once you're comfortable with the commission, you'll be ready for me to go ahead and list your home? Super. Let me talk about the 5%, ultimately the most important thing is what you'll net right? You're right there are a lot of agents charging 5%. And, (name), you hear the market is pretty good right? The average home is selling for 96% of its asking price. That sounds pretty good doesn't it? And you know what is really exciting for you? Over the past year, our listings have been selling for 98.3% of our asking price and I'm only going to charge you 6%, so yes...you do pay more, yet you end up netting more and that's really what's most important isn't it?

### **OBJECTION #5 – WE'LL PUT IT ON MLS FOR \$300 AND SELL IT THAT WAY**

- Let me ask you a question? How much of the actual work is this service going to do when it comes time to negotiate with the buyer and handle the escrow? **(Very little)**

- Right? And, 99% of the homes listed for sale are listed with a full service company where there is a listing agent. So, if you were an agent showing your buyer and you had a choice to show 1% of the listings where you'd end up doing all the work or you could show the other 99% of the listings where you'd end up doing just your half of the work, which would you show? **(ans.)** I mean it sounds good on the surface but if you really look at it you're no better off than if you were not in the MLS. I don't mind coming out...we can take a look and you can see if it makes sense to you to hire an agent. I can come by today at 6:00 or tomorrow at 4:00, which is better?
- It looks pretty tempting doesn't it? When you look at it you think...if I can pay \$300, get on the MLS and get it sold...it would be great wouldn't it? The challenge that you run into is this...Do you know how many homes in the San Fernando Valley are listed for sale on our MLS right now? **(No)** 5,000...and only 40% of the homes on the MLS sell. And...99% of the homes on the MLS have a whole company of agents behind them. If it were as easy as just putting it on the MLS to get it sold...don't you think everybody would just do that and sell it themselves? It makes sense doesn't it? And these services are nothing new...they've been around for over 20 years. We only get paid if your house sells at a price that you agree to...these services get paid whether it sells or not. Let's do this...I'll come out, take a look and you can compare and see what's best for yourselves. I can come by today at 4:00 or would 6:00 be better?
- You can put it on the MLS with one of these companies yet can I tell you why that could actually work against you? See in the MLS it says, "This is an open listing...deal directly with the owner". "Such and Such" "Company is not involved in the transaction." Other brokers don't show open listings because there is no protection for them. Their buyers can go direct to you and the selling broker is not protected like he is in an exclusive right listing. If over 99% of the homes in the MLS are exclusive right listings offering the selling agent protection of his client and commission...why would he show an open listing in the MLS? And the average agent here in \_\_\_\_\_ sells 4 homes a year. Why would he jeopardize 25% of his income when he can sell them one down the street? Have you ever heard the expression if it looks too good to be true it probably is? **(Ans.)** You get what you pay for. I don't mind doing this...I can come out then you can compare and see what's best for yourselves. I can come by at 4:00 or would 6:00 be better?
- What specifically causes you to believe that buyers won't think you are desperate?
- Mr. Seller, most real estate agents carry malpractice insurance in case something goes wrong with a transaction. How much malpractice insurance do you have? Really, Mr. Seller do you think a professional agent, like myself, would consider entering into a contract with a person that does not have malpractice insurance? Of course not.

- I can appreciate that. Here is my concern for you. The sale of your home...pretty important sale...isn't it? Are you paying a discount broker in advance? (yes, \$500). They have made their money and have no interest in whether your home sells or not. If you.... LIST WITH ME....you will not pay me unless I can deliver to you a sale. Frankly, discount brokers account for less than 4 percent of our market. If they had many successes, we would expect to see them have a presence. Can you see how hiring a professional will bring you at least the same NET return and in a more predictable fashion? (not sure) Most people get great value in meeting with me 15-20 minutes regardless of what you decide to do. How about tomorrow at 3...or would 5 be better?
- The MLS is a useful tool isn't it? (Yes, or We think so) It's a tool most of the agents in the community use. Let me ask you.... If all agents have access to the MLS, then why are some agents more successful than others? (I don't know) If I bought a hammer and a saw, would you let me build you a custom home? (No) Of course you wouldn't. Because the MLS...like the hammer and saw is...just a tool... agents can use to sell homes...and a powerful tool in the hands of agents...Like Me. Let me show you the other tools I use to sell homes.
- Ender's note: I really like the one above, and have created a varying version of it. "MLS is a very useful tool, isn't it? And yet, Mr. and Mrs. Seller, it is simply one of the tools that we have to get the job done right. Having *access* to MLS and actually using it correctly are two different things. You wouldn't hire just anyone to build you a custom home just because they had *access* to a hammer and saw, would you? OR You wouldn't let just anyone operate on you just because they had *access* to a hospital, would you?" (Use one or the other...not both) "Exactly. When can we get together so that I can show you what it is I'll be doing to benefit you in getting this home sold...would 4:00 or 6:00 today be better?"
- Sure, you could do that...and I'm sure you know that the MLS doesn't ...sell your home..., right? May I explain? Every day I pull out 20 to 30 homes that haven't sold in the past 6 months...the agent who listed a home 6 months ago, got their \$300 up front, and they don't have any incentive left to ...sell your home...they try to get buyers off your front yard sign...that's not what you want, right?...let's do the... right thing... for you and your family...I'll come out, to show you what I can do to get your home ...sold... for top dollar, in as short as time possible...wouldn't that be great?...what would be the best time to come by, 4 or 6?....
- If just putting it into MLS sold a home, you have to ask yourself, why isn't every agent successful? Believe me if it was as easy as putting it in the MLS, there wouldn't be a ninety percent failure rate within your first two years of obtaining your real estate license. Let me show you what a successful agent does to get a home sold.

- Oh, how does that work? ..... Who pays the commission? Who represents the property? Who arranges the showings and does the marketing? Before you have to go down that road, I have some statistics that will cause you to.....choose a better way.... to get your home sold..... When is good for you?
- Yes, that is an option for you... let me ask you this question! What kind of service would you expect from someone who is only charging a fraction of what the professional agent works for...and asks for the fee up front?..... where would their motivation be after they listed it to get it sold???... Yes, it would make no difference to them whether it sold or not. Many of those people then say they will give you your money back when they don't sell it if they can then refer you to a broker.... Then they call me and say, we will give you a listing if you give us a referral fee and... you... end up paying more and losing valuable time... does that make sense?
- If you just do that, who is going to contact all the people that we talk to in order to get a home sold? Are you aware that we talk to 375 people every week to help sell the houses I have listed? Would you rather have that or just have your listing sitting in a computer somewhere, waiting for someone to find it. Do you feel I can sell your home? Let's set an appointment so I can show you how I get homes sold. . . Is today at 4:00 or would 5:00 tomorrow be better?
- Let's face it. It looks pretty tempting. You think, wait a second here, if I could pay \$500, put it on the MLS and get it sold. And here's something, don't you think most people are pretty value conscious today?
- I would say so...right? And yet if those companies could actually offer you anything near the same results and charge you less, don't you think everyone would just list with them?
- Those companies have been around for 20 years and yet they only have a tiny fringe of the market. You've heard that you get what you pay for right?

### **OBJECTION #6 - I'VE GOT SOME INTERESTED PROSPECTS THAT WILL BE BRINGING ME AN OFFER.**

- Fantastic. And it sounds like you will be able to sell this home on your own. That's great! And if you think about... if you can sell it...imagine how much exposure I would be able to give it. Because, wouldn't you agree that the more exposure you get \_\_\_\_\_ the better price you get? **(I think I can get what it's worth)** I hear



what you're saying. Let's say for example you had an item and you wanted to sell it. For example...let's say Barbara Streisand was coming to Los Angeles and you have front row center concert tickets. You put a sign in your yard to advertise this. You could probably sell them, right? (Yes) Now let's say instead you gave them to a top ticket broker, an agency...do you think you'd get more money for them? **(Sure)** So, more exposure means more money, doesn't it? **(Right)** Let's take a look and see if I can actually do better for you by me selling it. I think you'll be glad we met. When is the best time for the two of you...I can do it today at 4:00 or this evening at 6:00, which is better?

- Fantastic. And it sounds like things are going well for you. People like your house and you've got interested prospects, right? **(Yes)** If you can get an offer and sell it on your own, imagine how much exposure I can give it as a professional agent. If you can generate one offer, I can probably generate 2, 3 maybe 5 offers on your property. It really comes down to what you net out, not the fact that you can sell it on your own, right? With me you are going to know exactly what top dollar is for your home. If you do sell it on your own you may have left money on the table and I could have gotten you more. And you set up to try to net out as much as possible, right? Let me ask you...if there was a benefit to you, I mean if it made sense financially for you... to list it... would you do so? **(Possibly)** I don't mind doing this, I can come by, take a look, tell you realistically what it would sell for...what you would net...and then you can decide what's best for yourselves. I can come by today at 3:00 or tomorrow at 6:00...which is better for you.
- That's great! How long ago did they tell you this? (3-7 days) Oh...I see...probably still trying to get qualified...you think? (Yes/probably) Let me ask you...how would it affect your plans to...sell this home...if you accepted an offer, and found out 30-45 days later the buyer wasn't fully qualified? You've probably heard of sellers having their home in escrow for a long time, only to have the deal fall apart at the last minute...right? (Yes) It's usually because of loan qualification. Let's do this...list your home with me...and I'll make sure the buyers are qualified to purchase your home, so you can get what you want, in the time you want.
- I can appreciate that -- as a matter of fact that's very common for potential buyers to say that. The reality is the only thing that counts is a written offer in hand -- right? Let's get together, we'll show you how we can attract and finalize written offers for 98.7% of the list price. What time is best for you?
- That's exactly why we need to get together now! I'll come over and take a few minutes and show you how much money I can get for you... That way you won't possibly accept an offer that is lower than what you deserve.
- So, if none of these prospects brings you an offer, what will you do? Let me show you what I can do for you and how I will bring buyers to your home this way if none of

these prospects actually gives you an offer, then you have a backup plan for getting your home sold.

- Let's do this, let's set an appointment and get your house on the market and we'll exclude your prospect. If they buy it, you owe no commission. We'll give them 2 weeks. That way we can get it on the market and find a qualified buyer. If they're going to offer, they'll get off the fence and offer while it's still a "deal". If not, you'll have wasted no time waiting for them and might have it sold instead of just getting started. How does (appt. time) work for you?
- Terrific! That is exactly why we need to get together! Can I tell you why? Imagine if you are a serious buyer, and the house that you want to purchase will soon be exposed to thousands and thousands of other buyers and real estate agents, would you be more or less motivated to bring make an offer? All you need to do is list your home to see if those prospects are serious or not...and if they are, they will offer you a better price, don't you agree? What time....
- Gosh...that's fantastic! You have some prospects that will probably be bringing you an offer! Good for you! I was wondering though...how do you know if a buyer is a good buyer? How do you know if they will finish the sale? How do you know if they won't cheat you and tie up your property in endless expensive litigation? Do you have any insurance to cover you in event that happens? What would you do if it did? What would you do if you lost all the equity in your home and you lost everything? I mean...this is the reality of our sue-happy world...isn't it? Let's do this...let me look at your home today...let me see if I can get you the bottom-line net you would like to receive...that way, you can get the protection you deserve. I have some time available today at 5 or is 6 better for you?

# FOR SALE BY OWNER (FSBOs)

## Who is a FSBO? Why are they a FSBO?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## FSBO Package

1. Letter
2. Company Information
3. Track Record
4. Client Review
5. Affiliate Reviews

## FSBO Letter

Good Morning!

During the next few weeks, it is likely that you will be overwhelmed by real estate agents and brokers that will contact you and offer to list your property. Some of these offers, whether by telephone, mail or in person will be of high quality and perhaps unfortunately, some will not. Before you make any decisions, please take a moment to review my company and my qualifications. I want to put my skills to work for you too!

You may contact me by phone or email to arrange an appointment.

Thank you for reviewing this information. I hope to be of service to you in the future.



## Agent FSBO Checklist

1. \_\_\_\_\_ Set appointments one day a week in the afternoon for FSBOs...and go preview. Assistants may use the following script... even if they are not licensed. The script below is for Agents and Assistants. Where you see the word “I,” the Assistant would change to “my agent.”

### **CLIENT CONVERSATION:**

*Good Morning! Is your property still available for sale?*

*Great, I am \_\_\_\_\_ with \_\_\_\_\_, and I am currently working with a lot of buyers. It is my job to know the inventory. May I ask you a couple of questions so I can get the answers back to my buyers?*

*Great, how soon do you want your home sold?*

*If I brought you an offer in 30 days or less would that present a problem?*

*May I ask where you are moving to?*

*Can you describe your home for me? (note personality style ... with this answer)*

*Your home sounds great. I can't believe it is not sold. I will be in the neighborhood showing property on Thursday. I should be done about 2:00pm. May I stop by then to see your home? It should take about 5 minutes.*

*Great! I look forward to seeing your great home then. Thank you. If something comes up and you need to reschedule, may I give you my phone number?*

*Again, thanks for allowing me to see your home. I will talk to you on Thursday.*

2. \_\_\_\_\_ Know your numbers ... how many do you have to visit before you have an appointment, how many before you have a listing?
3. \_\_\_\_\_ Always send out a referral on them if they are leaving the area before you get there.
4. \_\_\_\_\_ Have your affiliate call and recommend you.
5. \_\_\_\_\_ Take a clip board with the FSBO questions typed out.
6. \_\_\_\_\_ Prior to the appointment have the assistant call to confirm.
7. \_\_\_\_\_ Prior to the appointment review their personality style.

8. \_\_\_\_\_ Take a listing agreement just in case!
9. \_\_\_\_\_ Close for the next appointment before you leave!

**Conversion Conversation:**

*So, when do you plan on hiring a powerful agent like myself to help you sell your home?*

**Or**

*Thank you for allowing me to see your home. I can absolutely get your home sold in the time you want. May I come back on Monday and show you my 25 Point Plan of Action and what I do to get homes sold quickly for top dollar in this market?*

10. \_\_\_\_\_ After meeting, send thank you and follow up weekly.



## Virtual Open Houses

Take clients on an interactive tour of a property in real-time leveraging social media and your smartphone!

### **BEFORE the Open House**

- Create a strong title for your virtual open house.
- Create the event on your social media. Plan the path of the tour ahead of time and have the home's information available for reference.
- Create promotional materials (you can use Designs in Command to inform when the virtual open house will occur.)
- Promote the event using social media posts, paid ads and email.
- When promoting the event, link to your KW App/KW App download page so people can explore more.

### **DURING the Open House**

- Think about your pacing, don't walk or talk too fast.
- Interact with your audience and provide time to respond to comments/questions.
- Highlight key features of the home. If you are hosting a one-on-one virtual tour focus on the parts of the property that matter most to your buyer.
- Keep the visual aspects of the home the focus of the video.
- Be sure to close the video and say thank you.

### **AFTER the Open House**

- Follow up after the virtual open house.
- Post the recording of the live video so viewers who missed it can watch.
- Review any analytics and leverage them for the next live video.

## Open House Tips

1. It makes the most sense to hold “open houses” when the market is hot.
2. Select only those homes with great curb and market appeal.
3. Post at least 20+ signs advertising the “open house.”
4. Know the comps and available properties in the area.
5. Knock or call at least 100 of the neighbors the week prior to the “open house” to invite them in.
6. An hour before the “open house,” knock on some of the neighbor’s doors and invite them over.
7. Bring the neighbor call list to the “open house.” If slow, call neighbors and invite them over.
8. Don’t use a guest register as a way to get visitors’ phone numbers; instead, work for it – ask questions, build rapport, try to set the next appointment when you are speaking with them at the “open house.” (That appointment should be set for the same day or next day.)
9. Any “open house” follow-ups should be done the same day.
10. Holding “open houses” should be considered a bonus activity, over and above the prospecting schedule for the week. The hours should not count as prospecting time however, you can count the contact you make.
11. Hold a neighborhood open house prior to open house one hour before

## Virtual Open House Tips

- Perform a test of the connection and your equipment before going live.
- Practice by creating a quick video inviting people to view your virtual open house.
- Make a plan for how you want to introduce yourself to kick-off the video.
- Plan how you will address questions and comments.
- Consider the time of day you are hosting the virtual open house and how that might affect the tour
- Remind your audience how they can contact you if they have any questions.
- Give people time to join the virtual open house. At the beginning, provide relevant data on the neighborhood market data surrounding the open house or provide updates on mortgage rates.
- Turn off additional notifications on your device during the virtual open house



## **Safety**matters

### **SAFETY RULES FOR REAL ESTATE AGENTS**

- 1). Never meet a client without a face-to-face meeting in a public place first...such as a Starbucks... (of course your own office is preferable). For your own safety, never do a jump and run.
- 2). Wear a blazer and carry a can of pepper spray with you in the pocket.
- 3). Tell someone where you are going, who you are meeting and the times you are meeting them. Make a plan to call your office, friend, relative or answering service every hour. If you don't call, they are to call the police. Be sure you call and let them know when your appointment or open house is over. Or...have a code word or message for trouble. For example, "Tell my client, Mr. Keith that I am running late."
- 4). Check your cell phone's strength and signal. Be sure to have emergency numbers programmed on speed dial.
- 5). When working an Open House try to have at least one other person working with you...it could be a lender, another agent, etc.
- 6). Upon entering the house for the first time, check all routes and determine several escape routes. Make sure if you were to escape by the back door, you could also escape the back yard. Avoid attics, basements, and small rooms.
- 7). Have all Open House visitors sign in...ask for their full name, address, phone number and email. Ask to see their drivers' license.
- 8). If someone comes to your Open House that you question or have an uneasy feeling about, step out into the yard and allow them to tour the house on their own.
- 9). Always walk behind the client....DO NOT let them walk behind you. Direct them rather than lead them. For example, say "The kitchen is on your left" and gesture for them to go ahead of you.
- 10). Don't assume that everyone has left the premises at the end of an Open House. Check all of the rooms and the back yard prior to locking the doors. Always remain alert!

## OPEN HOUSE SUCCESS BOX FOR AGENTS

1. Several Copies of the listing
2. Current CMA of area/ neighborhood
3. 4 clipboards with Open House Critique/ Rating Sheet for Potential Buyers
4. Copy of Open House Script
5. List of neighbors addresses and phone numbers to call if open house is slow (list submitted on Tuesday for agent to call or door knock, invite them to the open house)
6. 25 Property Brochures
7. Client Registration Form
8. Thank you card for Seller when Open House is over
9. Business cards
10. 10 – 20 Signs checked out
11. Water/ refreshments if appropriate
12. Purchase Contract and Buyer Broker Agreement

Put all the above in a box and keep it handy so you will be ready to go with a minimum of preparation.



## Open House Checklist



OPEN HOUSE DATE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

### **ASSISTANT PREPARATION:**

- \_\_\_\_\_ 1. Place "Open House" notices as needed in newspaper, website, Facebook and other on-line resources
- \_\_\_\_\_ 2. Place sign or Open House Rider in yard
- \_\_\_\_\_ 3. Ensure owners have "list on preparing property" for Open House
- \_\_\_\_\_ 4. Check supply of flyers / brochures and prepare or reorder if needed
- \_\_\_\_\_ 5. Send Open House invitation to: neighbors, your buyer database, etc.
- \_\_\_\_\_ 6. Door knock 25 neighbors
- \_\_\_\_\_ 7. Call neighbors in surrounding area regarding Open House

### **AGENT PREPARATION:**

- \_\_\_\_\_ 1. Prepare CMA information; have copies made
- \_\_\_\_\_ 2. Take adequate supply of flyers / brochures
- \_\_\_\_\_ 3. Take copies of listing
- \_\_\_\_\_ 4. Take copies of floor plan, original plan (if available)
- \_\_\_\_\_ 5. Take laptop and/or copies of Purchase Contract
- \_\_\_\_\_ 6. Take adequate supply of business cards

- \_\_\_\_\_ 7. Take copies of Guest Register
- \_\_\_\_\_ 8. Take 4 clip boards and pens
- \_\_\_\_\_ 9. Ensure all lights are on at the home, blinds/drapes open, adequate temperature, soft music on
- \_\_\_\_\_ 10. Ensure owners have valuables put away

**CLEANUP:**

- \_\_\_\_\_ 1. Leave explanation / thank- you note of day's activities for owners
- \_\_\_\_\_ 2. Collect all materials brought in
- \_\_\_\_\_ 3. Restore house to original state (readjust temp control, turn lights and music off, shut blinds/drapes as appropriate)
- \_\_\_\_\_ 4. Remove Open House sign or rider

**How to increase your conversion rates:**

- 1. Call the evening of the open house
- 2. Thank them for coming to the open house
- 3. Set an appointment to meet with them and show them properties
- 4. Ask for referrals



## Open House Tips and Client Conversations

### Open House Tips:

Budget time to place 15-25 signs

Arrive at house 15 minutes early for set up

Set up table, clipboards and business cards

Before you leave the open house, check doors, check windows, and turn off lights

Leave a thank you note to the seller

## WHAT TO SAY?????

### Open House Conversations:

1. Good Afternoon! I am \_\_\_\_\_ with \_\_\_\_\_ office. Here is my business card—thank you for coming to my open house!
2. The seller requests you sign in—here is the sign in sheet. (IF THEY DONT FILL IT OUT COMPLETELY...ASK)
3. Thank you! Oh, excuse me—the seller requires I get all of your information. May I ask you for your phone number please ... thanks!
4. So how long have you been looking for a home?
5. We list many properties that never makes it to market. Can describe your perfect home?
6. Great! Do you own a home in the area?
7. Do you currently own or rent?
8. How many offers have you written on properties?
9. What is the perfect time frame for you?
10. How did you happen to choose this area?

**TEXT ONLY DRIP CAMPAIGN TO USE FOR OPEN HOUSE FOLLOW-UP**

1) Send VIDEO TEXT: The video will say: Hey! It's \_\_\_\_\_ with KW! THANK YOU so much for swinging by my open house the other day! I wanted to follow up as a courtesy to you so you will have my direct contact information and to see what neighborhoods you're exploring. We currently have about 12 properties that aren't yet available to the public. I wanted to see if any of them could match your criteria! Let me know, so we can collaborate! Hoping all is well and I look forward to hearing from you soon!

wait a day

2) Hi (client name) It's \_\_\_\_\_ with KW! As a courtesy, I'm following up from my video I sent. We have some sellers that are waiting a few months before putting their homes on the market. If you'd like, I can see if any of these properties are a match for you! Is there a particular area you're interested in?

wait 4 hours

3) Hi (client name) Sorry for the additional text...I should have also asked if you're researching areas based on price point or lifestyle/vibe. Essentially, in one zip code there can be more than 3 neighborhoods- all of which have different "personalities." Price points are easy to determine online, but would you also want the insight that we gather from neighbors?

wait 2 days

4) Hi (client name) It's me again :) I wanted to see what your schedule is like next week to touch base on some of the off-market properties or the neighborhood insight that I mentioned the other day. Thoughts?

wait 1 day

5) Hi (client name)! I just wanted to make sure my messages are going through. Is this the best number for you?

wait 2 days

6) Hey (client name)! There are more open houses coming up, would you like a list of the ones in the area? :)

wait 2 days

7) Hey (client name)! I know you're incredibly busy, but I haven't heard back from you, and I just wanted to make sure that I didn't drop the ball or offend you in some way. Is everything ok?

wait 1 week

Task: CALL to follow up

wait 1 week

Task: CALL to follow up

wait 1 week

Task: CALL to follow up

wait 3 days

Task- CAMPAIGN ENDING- Add to 30-day drip campaign



# Open House Guest Register

Name	Address	Email	Phone Number
	Address: City: Zip:		
	Address: City: Zip:		
	Address: City: Zip:		
	Address: City: Zip:		
	Address: City: Zip:		
	Address: City: Zip:		
	Address: City: Zip:		
	Address: City: Zip:		
	Address: City: Zip:		
	Address: City: Zip:		

Use Command to do an Open House sign-in sheet if you have an iPad....It loads everyone straight into Command as a lead and then you can add the Open House Smart Plan to follow up. You can also make a landing page in command with a lead contact form, and then use a QR code generator (they're free online everywhere).

Privacy Policy and Agreement to Federal Do Not Call/CAN-SPAM Act Provisions: By signing this Open House Registration Form and providing your phone and email address, you hereby authorize Heller Real Estate Agents to contact you by phone or email pursuant to the provisions of the Federal Do Not Call and CAN-SPAM Act provisions. Our company respects your privacy and information you provide on this form will NOT be shared with or sold to any other entity.

## HOW KWCOMMAND CAN HELP WITH EXPIRED, FSBOs AND CONTACTS YOU MEET AT AN OPEN HOUSE

As a powerful assistant, you will be participating in our great new tool to help stay in touch and interact with your teams' clients.

In an era of data powered by artificial intelligence, the tech-enabled agent recognizes that technology cannot replace them, but help them be more ... more trusted, more present, more everything. Command offers agents access to a powerful, interconnected technology suite that helps them do just that.

- **The solution:** Command identifies and prioritizes contacts within an agent's database, so they can master follow-up and convert at a high level.
- **Improperly organized information:** From listings to market data, real estate information is organized by ZIP code or arbitrary boundaries. The issue is people search for real estate by neighborhoods.
- **The solution:** Information in Command is organized organically by neighborhood. This allows agents to zero in on the communities they serve, providing information that their clients want so they can own the conversation.

### A Simple Way to Have More Human Conversations

In a few easy clicks, agents can subscribe contacts in their database to neighborhoods they care about and create personalized landing pages. When a contact visits the landing page, Command notifies the agent that they are more likely and ready to connect about real estate.

kwcommand

Notes:

- Take care when resizing icons (small pixel size)
- Icon corresponds with activity in Command



Calendar



Contacts



Dashboard



Opportunities



Landing Pages



Leverage



Listing Consult



Listings



Local Insights



Referrals



SmartPlans



Designs



Lead Accelerator

**Policy and Procedures Tab Suggestions**

1.

2.

3.

**What I Learned Today ...**

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**Session 14: Homework Assignment - Complete and Give to Your Agent**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_