

GETTING THE SALE

Answer/Ask & Acknowledge/Ask! Seller Conversion Script LM-PAPA

LOCATION - MOTIVATION - PRICE - AGENT - PAYOFF - APPOINTMENT

LOCATION

- Where is your property located?
- Will you be staying in the area?

MOTIVATION

- Just out of curiosity, how soon do you want to move?
- Just out of curiosity, why are you selling your property?
- Just out of curiosity, what are the 3 things you are looking for in an agent?

PRICE

- Just out of curiosity, have you been watching what the homes in your neighborhood have been selling for?

IF YES: Then, “What do you feel your property is worth?”

IF NO: Then, “What are you wanting to net from the sale of your property?”

AGENT – WORKING WITH ONE

- Just out of curiosity, how long have you been considering selling your property?
- Just out of curiosity, have you ever listed your property before? If yes, how long ago?

PAYOFF - MORTGAGE

- By the way, what do you currently owe on the property?

Determine if you are working with an A, B, or C seller.

If A Seller, set and close for the appointment!

If a B or C seller, discuss the appropriate follow up, obtain email address, and set up in automated follow up system. Place your Seller Information Sheet into the appropriate folder for noting your future follow up calls.

APPOINTMENT

- Based on the information you have given me, here is what I recommend we do.... Let’s set up a time to meet at your home to go over the home selling process, we will do a complete market analysis plus discuss my marketing strategy to get your property sold quickly. How does that sound?