

<b>Name:</b>		<b>Call Date</b>	<b>Call Time</b>	<b>Length of Call</b>	<b>Left Message</b> Yes No
<b>Telephone:</b>		<input type="checkbox"/> <b>Verify MLS Expired</b> <input type="checkbox"/> <b>Print Agent Only Detail</b> <input type="checkbox"/> <b>Verify Agent Not Owner or Relative</b>			Active _____ Under Contract _____
<b>Property Address:</b>					
<b>Email:</b>		<b>Loyalty to Prev Agent</b>	1 2 3 4 5 6 7 8 9 10		
<b>Send Info:</b>	<b>Email</b>	<b>Motivation to Move</b>	1 2 3 4 5 6 7 8 9 10		
	<b>Mail/Verify Mailing Address</b>				

**Seller Said:**

Over Priced	Don't Have To Sell	Waiting Until _____
Not Relisting	We Love Our House	On Hold - Personal/Family Issues Happening
No Hurry	Not Giving It Away	Family/Friend in Real Estate
Has new agent	Happy/Not happy with prev agent	Renovated house _____

Hello, My name is \_\_\_\_\_I am \_\_\_\_\_ for ..."**Excelsior Relocation**"(emphasize)..we are a "**buyer agency**"real estate firm.. a buyer firm. Are you the homeowner for the property on \_\_\_\_\_? We often work with corporations like Monsanto, Mallinckrodt, & Master Card and often do research on homes that did not sell... & I had a quick couple of questions for you.

1. If I could ask you this... Did the agent that had your home listed with share with you if your showings were from local buyers.... corporate relocation buyers.... Did they say where the buyers were coming from and did you notice a pattern?  
NOTE: Is there something they just said that I can comment on or ask about??

<b>Showings From:</b>	<b>Local Buyers</b>	<b>Corporate Relo Buyers</b>	<b>Both Local/Corp Relo Buyers</b>	<b>No Relo Traffic</b>
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2. When your home was on the market, (it appears to have been about \_\_\_ days)... would you say in the last 30 days of being on the market, was there like 2-3 showings per week, more like 4-5 showing per week?...(setting expectations/know something about price)

<b># Showings</b>	<b>None</b>	<b>1 per week</b>	<b>2-3 per week</b>	<b>4-5 per week</b>	<b>Sporadic</b>
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3. Huh, ...(like after thought/act surprised) as a follow up during the time you were on the market, were there like (sound puzzled) you know 2-3, 3-4 offers on the house? (if none- hmmm... sorry to hear that)

<b># Offers</b>	<b>No Offers</b>	<b>1-2 offers</b>	<b>3-4 offers</b>	<b># of Offers</b> _____
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4. One of the really important questions... we like to discover, about a home in this price point is about the home owner(s) experience, and that is ... what did the agent say, as to why it didn't sell and your own insight as well?

<b>Why It Didn't Sell?</b>	<b>Price too high</b>	<b>No buyers/economy</b>	<b>Renters in Home</b>	<b>Unique Home</b>	<b>Will Not Lower Price</b>
<b>Fix Up Needed?</b> _____	<b>Any reason they gave to you?</b> _____				

5. At the moment there are about "\_\_\_\_" properties FOR SALE in your area and similar price point ...and approx "\_\_\_\_" UNDER CONTRACT, which is a good/phenomenal market by the way. Is there a particular reason why you're not on the market right now? (If ratio 3 to 1 or higher do not ask)

**Why Not On Market Now?** \_\_\_\_\_

**Closing:**

Part 1 A. **Receptive To A One Time Showing?** Yes No

Part 1 B. **Buyer Take Possession in 45-60 Days?** Yes No

**Have They Found A Home?** Yes No Don't Know Where They're Going

**Moving?** Locally Relocating/Where? \_\_\_\_\_ Renting Building Time Frame? \_\_\_\_\_

Part 2. **Interested in Looking at Homes Not on the Market?** Yes No

**Send Email Recap Standby Program/Update on Marketplace for Properties Around Home?** Yes No

NOTES: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

View as consultant not sales

**GOAL: to find out their MOTIVATION/LOYALTY**

**ABA - Always Be Assessing**

(If someone asks a question they are engaging\*. When they are speaking, be thinking what can I ask next?)

Hello! My name is \_\_\_\_\_...I am the Associate Director for ..."**Excelsior Relocation**"(emphasize)..we are a "**buyer agency**"real estate firm.. a buyer firm. *Are you the homeowner for the property on \_\_\_\_\_?* We often work with corporations like Monsanto, Mallinckrodt & Master Card and often do research on homes that did not sell... and I had a quick couple of questions for you.

1. If I could ask you this... Did the agent that had your home listed with share with you if your showings were from local buyers.... corporate relocation buyers.... Did they say where the buyers were coming from and did you notice a pattern?

*NOTE: Is there something they just said that I can comment on or ask about??*

2. When your home was on the market, (it appears to have been about\_\_\_\_ days)... would you say in the last 30 days of being on the market, was there like 2-3 showings per week, more like 4-5 showing per week?...(setting expectations/know something about price)

3. Huh, ...(like after thought/act surprised) as a follow up during the time you were on the market were there like (sound puzzled) you know 1-2, 3-4 offers on the house? (if none- hmmm... sorry to hear that)

4. One of the really important questions... we like to discover, about a home in this price point is about the home owner(s) experience, and that is ... what did the agent say, as to why it didn't sell and your own insight as well?

Price too high      No buyers/economy      Interior/Exterior presentation      Renting Home

Fix Up Needed?\_\_\_\_\_ Any reason they gave to you? \_\_\_\_\_

5. **Only if 2-1 ratio or below:** At the moment there are about "\_\_\_\_" properties FOR SALE in your area and similar price point ... and approx "\_\_\_\_" UNDER CONTRACT,, which is very good/phenomenal market by the way.

Is there a particular reason why you're not on the market right now? [Time period-moving]

**MUST SAY/Work into conversation\*\*\*** Mrs./Mr. J \_\_\_\_\_ As Executive Director my responsibility to corporations and the President of the company is to find additional housing inventory that is not on the market for relocation buyers whether they're available this month or possibly 4-6 months out. I share that with the sales manager who tries to match a home like yours with a relocation buyer.

Bryan works directly with corporations and client base.

Do you have a buyer? I work directly with the President of the company. He oversees the buyer portfolio. He asked me to make this call specifically on your property. I can't promise we have the match. By the way Mrs. \_\_\_\_ ... or *By the way you said you're receptive to selling without listing....*

**\*\*Closing Part 1 (Intro to Standby)-**

**A.** My last question for you, if we had a buyer who has exhausted looking at the other inventory, and was qualified to pay your price, would you be receptive to a one time showing in the coming weeks or even the coming months?

**B.** I was curious if we had a buyer that needed possession in say 45-60 days,... I don't know if you're relocating or moving locally in the area, by the way, have you found a home just yet?

or **\*So if we brought you the buyer (another lead in)**

If we had a match, we are kind of like match makers. Have you heard of eharmony, match.com? We are buyer match makers.

**Closing Part 2 - (If moving locally & uncertain where)**

By the way, what I'm sharing with you is our standby program. We find properties that are not listed.

Since you're not sure where you're going if we found you a house on standby (not listed, not on the market) like you, standby, if I sent you the photos, address of a property would that be beneficial to you?

Reason: Tells us - oh I have an agent (LOYALTY) We're not in that much of a hurry (MOTIVATION LOW)

**Final Closing:** I've enjoyed the conversation with you. Mr/Mrs \_\_\_\_\_

What I would like to do if it would be a benefit to you is send you an email recap how our standby program works and a brief update regarding the marketplace for properties around your home. (Ideally it's email because there's a short video link that explains the stand by program).

Your email address is \_\_\_\_\_

**I'm going to mention this conversation & your property to the President of the company to reach out to you. Would that be ok?**

## **POSSIBLE QUESTIONS:**

### **How did you come up with the number of actives/under contract?**

We have our own in house software program that uses MLS data which searches by your school district or quadrant.

I've started that report and I'm happy to email that to you.

### **Sellers asks about their price?**

Again, I have not seen it to comment on the price....(but would it be at the same list price?)

At the moment I cannot tell if the price listed was in line with this economy.

**Asked how much are fees?** Here's what I do - I find inventory but the fee is usually less than half of what they are typically.

**Worth through my realtor** - Excellent we'll touch base with her/him.

## **TRANSITION PHRASES/Lead Ins**

By the way,

Alright

Hmmm,

Good

That's nice/ Sounds very nice

Sounds great

That's interesting

Fine

If we...

Absolutely

I heard you say

Perfect

You said....

Super

I'm curious

Awesome

Usually

Definitely

Can you please elaborate

Impressive

Can you please share more

That/this sounds fantastic

Can I ask or verify

All the best

Thanks for sharing.....this has been very helpful

Regarding,....

Also, ....

In your opinion...

Mr./Mrs. if I could ask you.....

Sure,

**Don't Say:**

Sister Realty Company that Does Listings.

Talk About Fees.

Not Expired - *Instead* Recently removed from the market.

Ask if They're Listing With Past Agent.