

(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 Executive 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. 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?

Work this in....

MUST SAY*** 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 don't know 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?

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

Seller Said:

Over Priced	Waiting For Right Buyer-OVER PRICED	Waiting Until _____
Not Relisting	We Love Our House	On Hold - Personal/Family Issues Happening
No Hurry	Receptive to Showing	Family/Friend in Real Estate
Not Giving It Away	Don't Have To Sell	Renovated house _____
Has new agent	Not happy with previous agent	

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??

Showings From: **Local Buyers** **Corporate Relo Buyers** **Both Local/Corp Relo Buyers** **No Relo Traffic**

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Showings **None** **1 per week** **2-3 per week** **4-5 per week** **Sporadic**

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)

Offers **No Offers** **1-2 offers** **3-4 offers** **# of Offers** _____

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?

Why It Didn't Sell? **Price too high** **No buyers/economy** **Renters in Home** **Unique Home** **Will Not Lower Price**

Fix Up Needed? _____ **Any reason they gave to you?** _____

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: _____

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.

TRANSITION PHRASES/Lead Ins

By the way,

Hmmm,

That's nice/ Sounds very nice

That's interesting

If we...

I heard you say

You said....

I'm curious

Usually

Can you please elaborate

Can you please share more

Can I ask or verify

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

Regarding,....

Also,

In your opinion...

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

Absolutely,

Sure,

Bryan credentials/accomplishments:

#1 Coldwell Banker Agent

#1 Re/Max Agent

#2 Agent in Missouri

President, Excelsior Relocation of St. Louis

(KW Broker Associate- not say if calling Expireds)

Coach/Speaker

Cancer Survivor

Father

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.