

View as consultant not sales / GOAL: MOTIVATION/LOYALTY

(If someone asks a question they are engaging*. When they say stuff, 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. We often work with corporations like firms 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 still 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 that like (sound puzzled) you know were there 2-3, 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 Mkt Plan Interior/Exterior presentation
Other? 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 phenomenal market by the way. Is there a particular reason why you're not on the market right now?

If Asked?? What is your position? SAY /Work this in -

***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....

**Part 1 Closing (Intro to Standby)- 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 be receptive to a one time showing in the coming weeks or even the coming months?

By the way, if we had a buyer who was a match for your home,, and they needed possession in 45-60 days, I don't know if your 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.

Part 2 - By the way what I'm sharing with 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)

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 (explains stand by program)).

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

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.

Seller Said:

Unique property

Over priced

Not Relisting

Receptive to Showing

Don't Know Where Going

No Hurry

Waiting Until _____

No Showings

Ton Showings

We Love Our House

Not Giving It Away

No Offers

____ Offers

Waiting For the Right

Buyer - OVER PRICED