



APPENDIX

Conversations to Spark Your Career

Notices

General

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This course may contain hypothetical examples and exercises meant to illustrate aspects of Keller Williams' financial, growth and investment models, including:

- calculation of profit share contributions and distributions;
- calculation of agent compensation;
- evaluation of a Market Center's financial results;
- agent productivity strategies; and
- estimates of return on investment.

These materials and examples are provided for informational purposes only; they are not a guarantee or prediction of performance, sales, or profits. Agent productivity strategies are models only, not requirements. Independent contractors should set their own goals and strategies. You should not (1) assume that the results of these exercises and models predict your or a Keller Williams Market Center's financial performance, or (2) consider or rely on the results of the exercises and models in deciding whether to make any investment. You should consult your own legal or financial advisor and verify all information to your satisfaction.

Telemarketing

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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WARNING!

Do Not Call / Telephone Consumer Protection Act

The Telephone Consumer Protection Act (TCPA) regulates calls and texts to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call (DNC) Registry. Class-action litigation for TCPA violations is increasing, potentially exposing agents, market centers and KWRI to catastrophic financial damages. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

TCPA

⚠️ Auto Dialers

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

⚠️ 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.

⚠️ Artificial Voice / Prerecorded Message

Never use artificial voice or prerecorded messages without a consumer's prior express written consent. Penalties can cost up to \$1,500 per violation.

⚠️ Federal and State Laws

Several states have their own laws governing telemarketing. Talk with your broker about any local and market center rules and DNC lists.

DO NOT CALL DO'S AND DON'TS

Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call (DNC) Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal actions. Consult an 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.

✓ Honor Do Not Call Requests

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

✓ Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1) National Do Not Call Registry; 2) state Do Not Call list; and 3) market center and agent list. If the number is on any of these lists, delete it.

✓ Limited Exceptions

Penalties for a DNC violation total up to \$43,280 per call. Fines for violating a state DNC rule can vary from \$100 to \$25,000.

For more information, visit <http://www.kwconnect.com/page/industry-resource/dnc>



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Real Estate Expert Conversations

New to Real Estate Conversation Starter

Hello, this is **(your name)**! How've you been?

F.O.R.D. Options:

F: How's the **(family)**?

O: Are you still working at **(occupation)**?

R: Are you still enjoying **(recreation)**?

D: Did you ever pursue that **(dream)**?

I'm reaching out to share that I am now a real estate agent with **(Market Center Name)**. I thought of you because I knew you would be someone to help me grow my business. Especially since you know my track record and commitment to doing the very best.

I'd like to share my free real estate app with you. It's so easy to check what's for sale and for what price on your street, in your neighborhood, or any place in the US and Canada. I can send you a text with a link, does that sound good?

I'd also like to offer a real estate update on your neighborhood. You can also add additional neighborhoods you may be interested in, and even customize how often you receive the update. All I need is your current address and email and you'll start receiving it right away. Do you mind sharing this information with me? Thanks!

I am building my business with people I know and the people they know. Do you know of anyone from work, your neighborhood, or a group you belong to who's thinking of buying or selling a home, or investing in real estate? I'd be pleased to be a resource for them.

If referral given:

Would you mind sharing their name and phone number or email so I can contact them? Thank you. If you think of anyone else I can help, just call or send me a text. Do you have my number? Please keep me in mind for all real estate needs.

If no referral given:

Thanks for taking a moment to think about it. If you think of anyone, please give me a call or send me a text. Do you have my number? Please keep me in mind for all real estate needs.

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Real Estate Expert Conversations

New to Keller Williams Conversation Starter

Hello, this is **(your name)**! Do you have a moment? How've you been?

F.O.R.D. Options:

F: How's the **(family)**?

O: Are you still working at **(occupation)**?

R: Are you still enjoying **(recreation)**?

D: Did you ever pursue that **(dream)**?

I'd like to share some exciting news with you. I've moved my real estate business over to **(Market Center Name)** and though my company name has changed, the level of service I offer clients hasn't. My clients will continue to get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. May I count on you to help me grow my business?

I'd like to share my free real estate app with you. It's so easy to check what's for sale and for what price on your street, in your neighborhood, or any place in the US and Canada. I can send you a text with a link, does that sound good?

I'd also like to offer a real estate update on your neighborhood. All I need is your current address and email and you'll start receiving it right away. You can also add additional neighborhoods you are interested in. Is there another neighborhood you would like to know about? Do you mind sharing this information with me? Thanks!

I am building my business with people I know and the people they know. Do you know of anyone from work, your neighborhood, or a group you belong to who's thinking of buying or selling a home, or investing in real estate? I'd be pleased to be a resource for them.

If referral given:

Would you mind sharing their name and phone number or email so I can contact them?

Thank you for your time and help, and please let me know if there is anything I can ever do for you. Let me know how you like my search app and the neighborhood updates.

If no referral given:

If you do hear of someone with a real estate need, will you keep me in mind? Great. Let me know how you like my search app and the neighborhood updates.

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Real Estate Expert Conversations

ALWAYS Introduce and Identify Yourself as an Agent

It's important to practice introducing yourself appropriately in every conversation with your team name and Market Center name.

This is **(your name)** with **(team name)** at **(Market Center name)**.

Though you will not want to use this introduction for conversations with your close family and friends, you want to be sure people know you are an agent with your particular team (if applicable) and Market Center. It is important that you do not introduce yourself as simply with "Keller Williams," because each office is independently owned and operated.

Inventory Conversation Starter

As an agent, you must always know your numbers and share them in conversations where appropriate. Here's an example.

Real estate markets are always about supply and demand. Did you know that **(#)** homes are listed for sale? That number has (increased/ decreased) by **(%)** in the past month and **(%)** in the last year.

Rising inventory means there are more homes for buyers to choose from so they can more easily demand the price they want. Declining inventory means buyers have fewer choices and sellers can be more demanding on price.

Properties that sold this past month were on the market an average of **(#)** days. That's a change of **(%)** (increase/decrease) from last month and a change of **(%)** (increase/decrease) from the same month last year.

Longer selling times mean prices are likely to be declining. Shorter selling times mean prices are likely to be rising.

TIP: As you review MLS data, you'll want to pay attention to segments of the market where the most sales are happening. Is it in a certain geographic area or areas? Is it within a certain price range?

Initially, it's always a good idea to focus on generating leads where the action is.

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Real Estate Expert Conversations

Remind Them You're in Real Estate Conversation Starter

Hello, this is **(your name)**! Do you have a moment? It's been awhile and I'd like to apologize for not staying in touch. How've you been?

F.O.R.D. Options

F: How's the **(family)**?

O: Are you still working at **(occupation)**?

R: Are you still enjoying **(recreation)**?

D: Did you ever pursue that **(dream)**?

I've been busy growing my real estate business with **(Market Center Name)** and working with great clients like you. I wanted to share that I have a personal goal to help **(#)** of families get into the home of their dreams this year. As you already know, I'll do whatever it takes to help people. May I count on you to help me reach my goal?

I'd like to share my free real estate app with you. It's so easy to check what's for sale and for what price on your street, in your neighborhood, or any place in the US and Canada. I can send you a text with a link, does that sound good?

I'd also like to offer a real estate update on your neighborhood. All I need is your current address and email and you'll start receiving it right away. You can also add additional neighborhoods you are interested in. Is there another neighborhood you would like to know about? Do you mind sharing this information with me? Thanks!

If referral given:

Would you mind sharing their name and phone number or email so I can contact them?

Thank you for your time and help, and please let me know if there is anything I can ever do for you. Let me know how you like my search app and the neighborhood updates.

If no referral given:

If you do hear of someone with a real estate need, will you please keep me in mind? Great. Let me know how you like my search app and the neighborhood updates.

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Lead Generation Conversations

Conversations With Referrals

Hi! My name is **(your name)** with **(Market Center name)**. Your name was given to me by a close friend of both of ours, **(Your contact's name)**, and he/she/they said that I should have a conversation with you. Is right now a good time to talk for a couple of minutes? Excellent!

(Your contact's name) said you were thinking about **(buying/selling)** a house in **(time frame for buying/selling)** and asked if I would please get in touch with you. We both want to make certain that you are in great hands and that you have the very best, so that's why I'm reaching out.

Since everyone likes to know what houses are selling for, I'd like to share my free real estate app with you. It's easy to check what's for sale and for what price on your street, in your neighborhood, or any place in the US and Canada. I can send you a text with a link, does that sound good?

If they are buying:

Have you seen anything you like thus far? Great!

Are you working with another agent? No? That's good.

If they are selling:

When are you planning to move?

Have you listed your house with another agent? No? Excellent!

Continue:

The next step is for us to get together. I can answer all your questions and explain how the entire process works. Can we meet today or would tomorrow be better for you?

If they are not interested:

I understand. I'd also like to offer a real estate update on your neighborhood or any neighborhood you're interested in. You can customize what you receive and how often. All I need is your current address and email and you'll start receiving it right away. Do you mind sharing this information with me? Thanks! And do me a favor, please. If you hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it. I'd appreciate that. Thank you for your time today, and please let me know if there is anything I can ever do for you.

TIP: If a referral says they are working with another agent, ask if they have a signed agreement with that agent. If they say yes, thank them for their time and end the conversation.

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Lead Generation Conversations

Creating Referral Partnerships With Business Owners You Have Done Business With

Hi **(business owner)**, I'm **(your name)** with **(Market Center name)**. I'm in the process of creating a list of preferred businesses and service providers to give to my clients. Since I frequently have clients ask me for a good **(dentist, landscaper, or other business)**, I only want trusted companies to refer them to. Since I have had excellent service from you, would you and your business be interested in being included?

If yes, continue:

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

If yes, continue:

Excellent! How about we confirm each other's contact information so that we can get started?

Creating Referral Partnerships With Business Owners You Have Not Done Business With

Hi **(business owner)**, I'm **(your name)** with **(Market Center name)**. I'm in the process of creating a list of preferred businesses and service providers to give to my clients. Since I frequently have clients ask me for a good **(dentist, landscaper, or other business)**, I'm looking for a trusted company to refer them to. I've heard good things about your company. Would you and your business be interested in being included?

If yes, continue:

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

If yes, continue:

Excellent! How about we confirm each other's contact information so that we can get started?

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Lead Generation Conversations

Door-Knocking Conversation Starter

Good morning/afternoon! I'm **(your name)** with **(Market Center name)** and I wanted to take a moment to introduce myself. I'm walking through the neighborhood to pass around a little information to everyone and to ask you if you know anyone who's looking to move into or out of the neighborhood that I may help.

Helping people with their real estate needs is a passion of mine and I want to help more people! Do you happen to know anyone who is looking to buy or sell a home, or invest in real estate?

If you think of anyone, please let me know. **(Hand business card/branded materials)**

I appreciate you thinking of me for all your real estate needs.

Thank you very much for your time.

TIP: Consider sending a handwritten card to anyone you had a conversation with the day after door knocking.

New Listing/Open House Conversation Starter

Hi there, I'm **(your name)** with **(Market Center name)** and I wanted to take a moment to introduce myself.

You may have noticed the home a few doors down is for sale. I just listed it this week and made a commitment to the sellers that the entire neighborhood would know about this new listing.

Often homeowners know someone that might be looking to move to the neighborhood. Do you know anyone interested in moving to **(name of neighborhood)**?

Here is some info on the house and an invite to the open house this weekend. Before I leave, do you know anyone in the neighborhood who is thinking of selling?

Ok. It was a pleasure meeting you. I look forward to seeing you at the open house!

TIP: Before engaging in in-person activities, always consider your jurisdiction's or neighborhood's rules and regulations regarding both solicitation and public health and safety. Also keep your personal safety in mind at all times. Consult your local real estate association for best practices.

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Lead Generation Conversations

Social Media Direct Message - Option 1: New Follower

Hi **(name)**, thanks for following me! I appreciate your support! Are you or someone you know interested in buying, selling, or investing in real estate?

If they say they're just looking:

Ah, I see. If you know of anyone looking for a great home like this one, would you mind sending them my way? Thanks, and I look forward to seeing you.

Social Media Direct Message - Option 2: Comments/Likes

Hi **(name)**! My name is **(your name)** with **(Market Center name)**. I saw you **(liked/commented on)** my listing at **(address)**. It's an amazing place, and I don't anticipate it being on the market long. Are you thinking of buying or selling in the near future?

If they say they're just looking:

Great! I'm the local real estate expert in **(region/neighborhood)**. Most people who are following me are thinking about a move or curious about the worth of their home. How can I be of service to you?

Get Your Branded KW App Out There!

Offer your KW App to everyone you know and everyone you meet.

Consider adding this to any conversation:

Would you like an easy way to search for a new place? When it comes to real estate, my app has it all. Search homes by ZIP code, school district, neighborhood, however!

You'll discover a lot more than beds, baths, and price. You'll gain valuable market and lifestyle insights for every neighborhood that interests you. I'll share my app with you now and you can start searching right away.

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Lead Generation Conversations

Inviting Neighbors Before the Open House

Hello! This is **(your name)** with **(Market Center name)**. I'd like to invite you to the open house at **(address)** on **(date and time)**.

Feel free to drop by, and if you know of anyone from work or a friend that would like to come with you, please feel free to bring them.

By the way, when I find a buyer, I'd like to be able to share with them what people like about the neighborhood. May I ask you what it is that you like about the neighborhood?

Excellent! And, if you were to move, where would you go next and when would that be?

Open House Welcome

Hi, I'm **(your name)** with **(Market Center name)**. Thank you for coming to my open house today.

I've found that people come to open houses for two reasons:

1. They are thinking about buying or,
2. They are curious about what their home is worth.

Do either of these categories describe you?

Follow Up After the Open House

Hello! I'm **(your name)** with **(team name)** at **(Market Center name)**. We met earlier today at the open house. Are interested in buying a home, selling your current home, or both? I have great tools to help you find a home/a buyer for your home that I would love to share.

We could get together tomorrow around 4:00 p.m. tomorrow or 2:00 p.m. Wednesday. Which time works better for you? We can meet at my office and go from there.

TIP: Gather information about the attendees of your open house through friendly conversation and mention it in your follow-up message. For example, "Best of luck with the playoffs tonight. Go Eagles!" or "Thanks for taking time out of your Saturday. I hope the baby got to her nap on time."

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Lead Follow-Up Conversations

Follow Up to a MLS or KWLS Search

Over the last week, we have sent you 5 listings. I am just calling to update my files and see if you are still in the market to buy a home, if you have already purchased a home, or if not, to review the 5 homes I sent you to see if you would like to go tour the inside of any of them.

TIP: Consider adding an invitation to meet up to any conversation:

Do you have time to get coffee sometime soon? How about **(date/time)** or **(date/time)**? Which is better for you? Thanks! I look forward to seeing you.

General Gratitude

This is **(your name)** with **(team name)** at **(Market Center name)** and I'm calling today to tell you how much I appreciate you for **(be specific)**. We were talking about gratitude today and you popped into my mind! I knew this was a good time to thank you and ask if there's anything I can do for you. Please don't hesitate to ask for help or advice or information. I also would like to remind you that my business is built on referrals from people like you who may be in need of my services to buy a home, sell a home, or invest in real estate in the next few weeks. Do you know of someone and would you give me their name? Thanks for taking a moment to think about helping me. I appreciate you!

TIP: All is not lost if the buyers say no to the appointment. As long as they are not committed to another agent, "no" in this case really means "not yet." You still have a good chance to ultimately capture their business by setting them up on a SmartPlan in Command, sharing your KW App, and providing value.

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Lead Follow-Up Conversations

Care Conversation Starter

Care conversations allow us to check in with and show care and compassion for our sphere. With this conversation you don't "tell and sell" your way to success but "ask and listen" your way into heads and hearts. Use these conversations when they matter, for example after natural disasters or stressful situations. Remember: Care, Compassion, Contribution, and Common Sense.

This is **(your name)** with **(team name)** at **(Market Center name)**. I was just thinking about you today and decided to reach out and see how you're doing.

Ask a few follow up questions, whatever you think makes the most sense based on their answers.

How's the family? I saw on social media that you got a new dog. What's its name?

How are the kids doing? Isn't your oldest about to go off to college?

What's going on at work? How have you adjusted working from home?

What's the first trip you plan to take when this pandemic is over?

Then, if common sense says to move to real estate (which it often will), you ask,

By the way, we have so many buyers looking right now, I was curious, when are you moving?

When people say, "We have no plans to move." Asking this next question is key. Ask it, don't skip it!

Is there a price that would get you to move?

The next follow up is,

Who do you know that is thinking about moving now that I should talk to?

Wonderful. Well, it was great to talk with you. Remember, I'm here for you. Reach out anytime if I can help.

And finally, offer something of value.

May I send you regular updates on the market and your neighborhood?

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Transaction Conversations

Objections to Setting Buyer Appointments Conversations

Objection 1: I don't have time to come to the office; can't you just meet me at the house?

Because your time is so valuable, that's exactly why we need to get together at the office. The time we spend at the office is going to save you 5 to 10 hours of looking at houses. When we get together at the office, I'll be able to pull up every property that matches your specific criteria, we'll be able to view the photos and virtual tours in my office before taking your time to drive by them or spending your gas to drive by them. So, when is the best time to come to the office — is it weekends or weekdays?

Objection 2: Let me talk to my spouse and I will call you back.

I understand that. Let's do this: let's go ahead and pencil in a time that works best for both of you and then I am going to call you back the day before the appointment to simply confirm. If it works, fantastic; if it doesn't, then we just need to reschedule the appointment. When do you think it is going to work best, is it weekdays or weekends? Great, I'll call you Friday. What time specifically would you like me to call you? Two o'clock. Great, what number would I have the best chance of catching you on?

Objection 3: I've already seen the house online. I just need to see it to know if I want to buy it.

I completely understand. The home you are calling about is amazing. However, the sellers request that I meet with all buyers prior to showing them the property. This will allow me to cover any financing issues in case you need a loan, and to give you further information about the property and also the neighborhood. Would you be able to come to my office today at 5:00 p.m. or would tomorrow morning at 9:00 a.m. work better?



Transaction Conversations

Clarify the Inspection Report for Your Buyer

I understand your concern about the inspection report. I recommend negotiating a dollar amount so you can be in control of who addresses these issues. I suggest focusing on the big items like heating, air-conditioning, and the roof, to discover what amount of money you'll need to accomplish these repairs. Then we can counter that amount back to the seller. If there are really big issues, it may be that you will need to walk away. However, don't be alarmed just because the list is long. Many things may be simple. We want to think about which, if any, issues will have an affect on the house long-term.

When Your Buyer Wants the Seller to Make Nonessential Repairs

I understand this is important to you. In my experience, repairing this item typically costs about (\$price). While that's not inconsequential, is it worth losing this house? All things being equal, if the seller had a competitive offer for exactly (\$price) more and gave you the chance to match that offer in order to keep the house, wouldn't you want to match that offer?

Recommend That Your Seller Counter a Low Offer

I pulled up the information on what has sold in your price range since I put your house on the market. (#) houses have sold since then. Obviously, your house was not what these people were looking for; we didn't create enough value for your property compared to what they bought. But we have an offer on the table now. It may not be exactly what you hoped for starting out but let me go over the information with you. There are offers that will come in low. Often, the buyers are making an offer based on the advice of a friend or relative. We're not going to turn them away because they've made this low offer. We know that they really like your house, or they wouldn't have made it. We have the opportunity to sell your house if we can negotiate to the price that you need. We're going to make a counteroffer back to them, in writing—one that will reflect the price that you would like. We've already seen the price that they would like to pay. I recommend that we counteroffer and try to get them up to the price that you would like. What's the bottom-line price you would consider? Then let's leave some negotiating room above your number. Most counters go back and forth 2–4 times.

Transaction Conversations

Reviewing the Pre-listing Packet With Sellers

Thank you so much for giving me the opportunity to get your home sold.

(Review the Pre-listing Packet you left with the seller)

Did you have a chance to review the Guide to Selling Your Home I sent you?

If yes:

Great! And did you complete the questionnaire at the back? Do you have any questions about anything that was presented?

If no:

Well, let's review the packet quickly before we move on. There are some questions at the end for you to answer.

Delivering a 10++ Experience For the Seller

I'd like for you to have a great experience selling your home, and that begins with me being very clear on what your expectations are, so I would like to ask you about that. Okay?

Ask each question, allow plenty of time for them to answer, and write their answers in your packet. Allow equal time for both parties if there is more than one seller.

Thank you for your honesty. Knowing how to deliver a 10++ Experience helps me serve you in the best possible way.

Why Me?

Let me tell you a little bit about the team and company I work with **(Market Center name)** and why you've made a great decision to talk to me about selling your home.

Quickly cover selling points about KW - #1 in the world, #1 training company, best mobile property search app, and accessing hundreds of real estate websites globally! Include information about your Market Center and your personal Value Proposition.

Any questions?



Transaction Conversations

Help Sellers See Their Listing Through the Eyes of Buyers

The location and condition of the home are the first things that attract buyers and their agents. You can't change the location, but you can change the condition of your home so that it's as appealing as possible.

Buyers are attracted or distracted immediately by the condition of the home. From the curb appeal to every room in the house, to the backyard, it all matters.

Buyers rank condition as one of the top three things they consider when choosing a home. Most want a move-in-ready, model-like home.

Buyers are trying to see themselves in any property they visit. They are trying to imagine a wonderful life inside your house. So, our goal is to help them by preparing the house so that nothing distracts them from being able to do this. This means a great curb appeal, a clean interior with as few repairs needed as possible—after all, daydreams don't often come with hammers—and as few reminders as possible that someone else is living here, and that includes not being here during showings.

Once we agree to work together, I'll advise you on how to properly prepare your home to accomplish this. Does that sound good?

Transaction Conversations

Signing the Listing Agreement

We're in agreement about the price and it sounds like all your questions have been addressed.

Ask options:

Based on everything we've discussed I feel like we have the makings of a win-win relationship. Would you agree?

Are we ready to move ahead on this?

Is there anything we need to do before we get started?

Would you like me to handle the sale of your home?

Are you ready to decide to choose me to represent you in the sale of your home?

If yes:

Hand the sellers your Listing Agreement and a nice pen and ask them to sign.

Thank you, I am looking forward to...

If no:

What is preventing you from moving forward? Do you have additional questions for me?

Discussing Sales or Listing Price

Prepare in advance several comparable properties—similar size, location, and amenities that sold recently. Include this information in the Listing Presentation and go over it carefully with the sellers.

So, you're probably interested in what your home is worth, right?

Well, the price of your home is determined by the market. That is, what buyers are actually offering and competing sellers are accepting based on recently sold properties. The market fluctuates from state to state, city to city, and even neighborhood to neighborhood. Depending on the number of homes for sale at any given time, the market will either favor the buyer or the seller.

In the last six months the highest sales price for a similar home in this neighborhood was (**\$ price**) and the lowest sales price was (**\$ price**). Odds are your home will sell for a value somewhere in between. Where in this range would you like to list your home?



Transaction Conversations

Determining the List Price

(Seller name), the most important decision you will make is where you will price your property. Pricing your home at fair market value will attract more buyers. Attracting more buyers normally results in a higher purchase price. Overpricing your home results in a longer market time and possibly a lower price.

Would you like to price your property to sell quickly, or will you price your property where it could take longer to sell? The choice is yours. What would you like to do?

Comparative Properties

Prepare in advance several comparable properties—similar size, location, and amenities that sold recently. Include this information in the Listing Presentation and go over it carefully with the sellers.

(Seller name), the truth is, buyers are very smart and informed about the market, especially those who have been looking for a while. They have been looking online at property websites and will know what similar homes in your neighborhood are listed for. And buyers are always looking for a great home at the right price.

I have done some in-depth research and analysis looking at comparable properties that have SOLD recently, and looked at how long they take to sell, and how much competition there is on the market.

So, let's take a look at the comparable properties I've included here, and we'll be able to determine the value of YOUR home. Okay?



Transaction Conversations

Closing the Deal Conversation

After studying the comparables, taking into account the unique characteristics of your home and its setting, and using my knowledge of the averages in your neighborhood, I have prepared my recommendation.

Remember that my primary goal is to net you the most money possible. And I believe this pricing plan, matched with my Marketing Plan, will draw agents and buyers to your home and position it as a highly appealing and highly competitive property.

Write in the average sales price for the area and the price per square foot. Then write in your recommended price range for their home along with price per square foot. For example:
Average: \$250,000 and \$100/sq. ft. Recommended: \$245,000-\$255,000 and \$98-\$102/sq. ft.

After looking at everything I've presented about condition and price, what are your thoughts? Do you agree with this price recommendation? Is this what you'd like to list your home for? Are you ready to make a decision to work with me?

If yes:

Great, it sounds like we've got a price and are ready to put a sign in the yard. Let's do it and get this house sold!

If no:

What about this price seems wrong to you?

Ask questions and dig into their motivation and concerns.



Transaction Conversations

Seller Objections Conversations

Seller Objection 1: We need an agent with more experience

(Market Center name) is different. I'm a partner with others in my office, so I have lots of motivated agents and many years of experience working for you.

Is there anything another agent said they would do that for some reason I forgot to mention? Did I cover everything you expected to hear? Sounds like you believe I can get your home sold, so let's move ahead now.

Seller Objection 2: We need to think it over

I hear you saying you want to be confident. If you were 100 percent confident in me, you wouldn't bring this up. If you knew I was going to do everything possible, you'd sign. The truth is you can never know that. Let's sign the agreement and know that you can cancel with me any time you are not satisfied.

Seller Objection 3: Another agent will charge less

I can appreciate that there is someone who will work for less, but your agent negotiates for you. If they can't negotiate for their own money, how likely are they to win for you? Negotiation is just one skill I bring to work for you. As we've discussed I also have a comprehensive marketing plan, a full communication plan, and more that I will provide for the fee I charge.

Seller Objection 4: Why won't you reduce your commission?

Let me ask you, if I would be so quick to give up what is fair compensation for the service I provide to you, how can I be expected to fight for you to get the most from the sale of your house?

Transaction Conversations

Pricing Objections Conversations

Pricing Objection 1: We need a certain amount from this sale to buy our next home

Would you, as a buyer, pay what the seller wants because that is the price the seller needs? No, you pay what it's worth, right? That's what your buyers will do too.

Pricing Objection 2: Can we price a little higher and come down later?

Here's what frightens me about pricing higher. People who have seen many houses will find yours, but they won't look at it because of the price. We don't want to drive buyers away; we want to attract buyers. We want them to make offers. Does that make sense?

Or:

The greatest number of showings comes in the first three weeks. If buyers see the house is overpriced, they walk away, and we don't get them back. Let's get one or more people to make an offer right away. If more than one likes your price, they might even compete and drive it higher. Wouldn't that be great?

Pricing Objection 3: How can we be sure the price you're recommending is the right price?

Real estate is a market-driven commodity like stocks. If you have ever bought a stock, how do you know what it's worth? When you sell a stock, although you know what you paid for it, the market doesn't care. Like that, the market says what your home is worth. Why would a buyer pay more than the market says it's worth?



Transaction Conversations

Staging Objections Conversations

Staging Objection 1: I don't see why this is so important

If we want to sell faster or for more money than your competing sellers, then we need to stand out in terms of condition.

Staging Objection 1: Do we really have to make this repair?

We can sell it just the way it is, but it's likely to take longer and we probably won't get as much money. My recommendation is to have it repaired so that we can get the best price possible in the shortest amount of time. The choice is yours. What would you like to do—make the repair or take longer to sell?

Staging Objection 3: Why can't we sell the house "as is"?

Would you prefer to pay a few hundred dollars to paint a room, or do you prefer to deduct \$500 to \$1,000 from the sales price? Since buyers use outstanding repairs to negotiate a lower price, it's usually in your best interest to make repairs rather than have to negotiate with the buyer.

Transaction Conversations

Buyer Called on a Property Conversation Starter

The property at 123 Maple Street is listed at \$249,000. Let's schedule an appointment to see if 123 Maple Street is the perfect home for you. Would today at 4:00 p.m. or Saturday at 10:00 a.m. be better for you?

Great. Let's meet at my office so while we are out you can also review other properties on the multiple listing service that you might be interested in if Maple Street isn't right for you. Does that work for you?

Buyer Referral Willing to Talk With You

(Buyer name), I'd like to invite you to come into my office so we can discuss what you are looking for in your next home and use my MLS to review properties. This way, we can search for homes that fit your criteria.

When we meet at my office, we can work together to make the most of your time. I can use the tools I have to find the best matches for you and check for any contingencies and other details that would not be apparent from a property visit alone.

Are weekends or weekdays better for you?

Welcome to the Buyer Presentation

(Buyer name), thank you for letting me help you. My goal is to give you a 10+ customer experience. To do that, I'd like to get a clear idea on what you are looking for in your new home. So, with your permission, I'd like to spend the next 20–30 minutes exploring what the right home for you would be like. We'll call this your 10+ home. With your permission, I'd like to write notes as we go along so I remember everything that's important to you.

It may seem like a lot, but I'd rather ask you 500 questions now and show you the right 5 homes than ask you 5 questions and waste your time showing you the wrong 500 homes. Does that work for you?



Transaction Conversations

Obtain the Buyer Representation Agreement

All I ask in exchange for my superior customer service promise is that you agree to work with me exclusively. Does that sound fair?

Okay, can we sign and shake on that?

Provide the buyer with the Buyer Representation Agreement. Check with your Market Center for a copy. Explain the agreement, and have them sign it. Then, shake hands.

Closing the Buyer Representation Agreement

What we're going to do now is sign the Buyer Representation Agreement which puts me to work for you. You're giving me the tool I need to represent you in your purchase. With this tool, I have the opportunity to negotiate for you and get you the best deal. And getting the best deal is important to you, isn't it?

Perfect, then let's do the right thing, sign the Buyer Representation Agreement, and put me to work for you.

Or:

Can you see how it would benefit you to have a professional looking out for your best interests as you search for the best home and negotiate to get the best deal?

Great! This form allows me to represent you and look out for your best interests. Here's how we take care of that. You just need to okay this agreement right here.

Transaction Conversations

Explain the Benefits of Preapproval

(Buyer name), it's important that you are preapproved for a loan before you begin your home search. Preapproval is a lender's determination of how much money you will be eligible to borrow.

1. You'll know exactly what price range you can afford.
2. When you find the home you love, you'll be able to take action quickly.
3. Sellers will be more likely to accept an offer from a preapproved buyer.
4. And, finally, you can see if there are any errors on your credit report and you can resolve them right away.

Would you like to have one of my recommended lenders call you to help with your preapproval?
When is the best time?

Or:

Getting preapproved for a loan makes your home search easier, faster, and more productive. With preapproval you will know which homes are in the price range you can afford and avoid looking at homes that would not work for you.

I now have the ability to offer my clients the opportunity to work with Keller Mortgage. The benefit to you **(client name)** is that they offer \$0 in lender fees, super-low interest rates AND they even give you a \$1,000 credit to use towards closing expenses!

Pursuant to RESPA, Keller Williams agents/associates must provide an ABA Disclosure to the consumer at or before any referral is made to Keller Mortgage. More information on RESPA and the ABA Disclosure can be found here or at: <http://www.kwconnect.com/page/industry-resource/referrals-respa>



Transaction Conversations

Objections to Exclusivity Conversations

(Buyer name) because of the level of service I provide, I can only work with buyers who work exclusively with me. Let me remind you that by signing you are NOT agreeing to pay me a fee.

You are agreeing to have me represent your best interests and to use my knowledge and expertise to find you the best home at the best price. That is what you want, isn't it—to find the best home for the best price?

Objection 1: I don't want to sign anything. I may want to work with other agents

When you engage me as your real estate sales representative and sign the Buyer Representation Agreement with me, I am contractually obligated to share any information about the seller's situation that I find out; for example, if it is a divorce, relocation, or estate sale. Without that agreement in place, we are not a team. I want to be your advocate. Let's be proactive and sign the Buyer Representation Agreement so I can start working for you today.

Ask your Team Leader whether your state has sub-agency, dual agency, and/or designated agency.

Objection 2: What if I change my mind during this period?

I understand completely. Think of this agreement as a form of going steady, not marriage. If you decide at any time that you do not want to go steady anymore, we can just break up. There's no need for a divorce. And you can break up with me if I'm not meeting your expectations! If you feel comfortable with that, you can just okay the agreement with your initials.

Objection 3: I can find a home on my own through the Internet

Searching for homes is the fun part, and we will certainly use the Internet to find your home. Finding your dream home is not why you hire a buyer agent. You hire an agent to help you get the house you find. My job is to protect your interests throughout the home-buying process and negotiate on your behalf to get you the best price and terms.

Know when to let a buyer go:

(Buyer name) I appreciate your decision. Since I can only work with buyers who work exclusively with me, I'll have to just wish you luck in your home search. Thanks again for coming in to meet with me today and let me know if you change your mind.

Transaction Conversations

After the Agreement is Signed Conversations

Explain buyer closing costs:

(Buyer name) before we tour homes, let's discuss closing costs. Generally, if you put 20% down on a house, you can expect your closing costs to be approximately 3% of the purchase price.

So, if you were purchasing a \$200,000 house, the down payment would be \$40,000 and the closing costs would be an additional \$6,000, for a total of \$46,000. If you put down less than 20%, your closing costs may be as high as 4%.

Establish your showing process:

To make the showing process as efficient as possible, set the expectation with the buyer before looking at homes.

(Buyer name) we'll be looking at about 5–6 homes when we go out. After you see each home, I'll ask you if you want to buy it. If the answer is "no," I'll ask you to tell me what it was that didn't work for you, so that I can refine our search and provide a better customer experience for you. Does that strategy work for you?

Set the next appointment:

(Buyer name) before we part company, let's get out our calendars and set up our next meeting to look for that home you want to buy. If nothing worth seeing has hit the market by Friday, I will call you, and we'll reschedule.



Transaction Conversations

Overcoming Buyer Reluctance Conversations

Objection 1: What if prices drop?

(Buyer name) are you most concerned about the price of the home, or the monthly payment on the mortgage?

Of course, the monthly payment, I would have to agree with you. Let me ask you another question: do interest rates generally go up faster than home prices come down? What do you think?

Yes, no doubt about it. In fact, interest rates could rise one percent tomorrow, right? Well, home prices would have to come down 10 percent to make up for a one percent rise in interest rates. So, if you are looking for a \$200,000 home, do you think interest rates might go up one percent before home prices come down \$20,000 in your price range?

I would definitely agree with you there. So, let's be proactive and make an offer today before interest rates go up.

Objection 2: We want to sleep on it.

You're right. This is a huge decision. However, I have to give you fair warning with as little pressure as possible. If you are ready to write an offer on this home, other buyers may also be ready to write. Being first to write will make a difference in negotiating the best possible price for you.

Is there something specific holding you back? How can I assist you with your decision?

If they still want to wait ...

That sounds good. I will call the listing agent first thing in the morning to see if the home is still available and then I'll call you. Do you have any questions on the property I can get answered for you?

Do you have any other purchasing concerns I can assist you with?

TIP: Remember Fair Housing. Be sure to have a system for these conversations and interact with all clients in the same way. For example, if you require a pre-approval letter before you show homes to clients, you must require a pre-approval letter of all clients before you show homes. You can't pick and choose. Be consistent.

Transaction Conversations

When the Buyer Wants the Seller to Make Repairs

(Buyer name) until you have a physical inspection, we will not know how much these items will cost, and we could find additional repairs we may want to negotiate. Consequently, you have three choices:

1. You can offer the seller less money now to compensate for these items.
2. You can ask the seller now for a credit to repair these items using your own contractor.
3. Or, I usually advise clients to wait for the physical inspection and negotiate all repair items at one time.

How would you like me to negotiate this offer on your behalf?

When the Buyer Wants to Make a Low Offer

(Buyer name) there are three ways to negotiate a transaction.

1. You can make a low offer and run the risk of the seller rejecting it or countering back at full price to compensate.
2. You can make an offer closer to the asking price and be less flexible if there is a counteroffer.
3. If you really want this home and are concerned that another buyer may purchase it, you can make a full-price or above asking offer and give the seller what they want.

It's your choice. How would you like me to negotiate this offer?



Transaction Conversations

Present an Offer to the Seller

Good morning/afternoon, this is **(your name)** with **(team name)** at **(Market Center name)**. We have an offer here for your review. I'm going to go through the offer with you — is this a good time? Now, the offer they came in with is **(\$offer price)**. They're putting **(\$amount)** as earnest money and **(amount%)** as the total down payment. They want to close on **(date)** and they're asking for **(amount%)** in repair limits. What do you think?

Present a Low Offer to the Seller

Never criticize or show a negative attitude about a low offer. Present all points of agreement first before discussing pricing or other disagreements.

Now, that's lower than our asking price, but it is an offer so we need to decide what you would like to do.

Recommend That Your Client Accept the Offer

I will urge you to consider this offer very carefully and consider the value of meeting your moving goals; in the long run, meeting your overall goal of selling your home is the more critical need, correct?

Your property has been on the market now for **(#)** days, and the average time on market for this area is **(#)** days.

Buyers are going to look at this same data and they're going to see that your neighbor's house sold for only **(\$price)** and the house around the corner sold for **(\$price)**. They're going to want to pay fair market value compared to these other sales.

If you accept this offer, we are much closer to closing and meeting your goal. You want to meet your goal, correct?

Transaction Conversations

Recommend That Your Client Make a Counteroffer

We look at any offer as a positive thing, initially. We always recommend a counteroffer instead of rejecting an offer. It may be that we can negotiate this up to where we need it to be. Let's put together a solid counteroffer. We need to get it back to them quickly to keep things rolling and see if we can make this offer work.

I think the thing to focus on here is the price you want to get for your house. Putting this offer aside, if you could get this home sold and closed in thirty days, what would you feel comfortable selling it for today? Let's put together a counteroffer that would put us in the range where you feel comfortable.

Remember, not all offers are going to work, but it is a good sign that we're getting an offer. You've made this person's list as a house that they thought was one of the best homes for the money. I'll call the other agent and ask them how they came up with that price.

Presenting a Counteroffer to the Buyer Agent

Good morning/afternoon, **(buyer agent name)**. This is **(your name)** with **(team name)** at **(Market Center name)**. Thank you for your offer—we appreciate it. It was quite a bit lower than what the seller had hoped.

Pause and see if you can get them to agree with you.

The sellers have come back with a reasonable counteroffer that should work. The seller is countering back for **(\$price)**. The rest of the terms in your offer are fine except for **(terms sellers don't agree with)**. This is something that will work for everybody — your buyer is getting a home within market, the seller is selling at a reasonable price, and we can all move forward to get this closed, wouldn't you agree?

TIP: Do not be afraid of silence! Wait for answers and to see if the other agent will volunteer additional information.



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