

Dave's Favorite Real Estate Scripts

Linda's Three Keys to Real Estate Success:

1. You have to learn to make a fool of yourself and not care.
2. You have to learn to ask for business and not be attached to the answer.
3. You have to learn to state the obvious or common in emotionally powerful ways.

The Process for Learning Scripts, Dialogues and Power Phrases:

Memorize – understand it

Internalize – know it

Customize – do it

Capitalize – have the power

The One-Minute Listing Presentation:

Mr. and Mrs. Seller I've written down three very important questions. May I ask them?

1. Do you absolutely have to sell your home?
2. Are you willing to price it to sell?
3. Would you like me to handle the sale for you?

Great! At the end of our meeting one of three things will happen:

1. You will decide to hire me to get your home sold. Or,
2. You will decide not to hire me. Or,
3. I'll decide not to take your listing.

Any of those three is okay with me. Does that make sense?

The Safe Island

Mr. and Mrs. Seller, before we begin, would it be okay if I took a minute to tell you how I work?

Basically, I use a four-step process:

First, I will ask you a series of questions so that I can get a clear picture of what you are trying to accomplish and how I can help.

Second, I will give you enough market information for you to make a rational decision about the price to place on the property.

Third, I will honestly sell you on me and my company and how we get the results we do.

Finally, when you decide to hire me, I will tell you, step by step, all the things I will do to cause your home to sell.

Would you like to get started?

The Five Questions:

1. How long have you lived at this address?
2. Where did you move here from?
3. How did you happen to pick this area?
4. If you were to move, where would you go next?
5. When would that be?

The Benefits of the MLS:

Mr. and Mrs. Seller, when you hire me to handle the sale of your home, I will immediately, tomorrow morning, notify all of the other Realtors in the area that your home is on the market, it's best features and why they should bring their qualified buyers to see it.

My Fiduciary Position:

Mr. and Mrs. Seller, I am licensed by the State of _____, to represent you in the sale of your home. And, to place your interest above the interests of all other parties, including my own.

It is my professional commitment to get you the most money, in the right time, with a minimum of inconvenience to you and your family.

Althea's Advertising Script:

Where will you be advertising our house?

Let me educate you about how real estate really works. Ads don't sell homes, Realtors do. And, I'm already investing half of my commission as an incentive for other agents to bring their qualified buyers to your home.

As your real estate agent, I will never waste your money. And, I certainly wouldn't waste my own.

The Jim Droz Getting to Know You Script:

Hi, I'm _____ with Keller Williams Realty. I'm sorry to bother you here at home, but I have one question I'd like to ask, may I?

It's my goal to make this the best possible neighborhood to live in. What one thing could I do, or cause to be done, that would make this a better place to live?

(they respond)

Thanks for you time and your idea – I'll do everything possible to see that it gets done. And, I'll let you know what happens.

Bye now – when you think of real estate, think of me!

Door-to-Door Around an Open House Script:

Hi, my name is _____ and I'm with Keller Williams Realty. I wanted to let you know about an important event. I've been retained by Mr. and Mrs. _____ at _____, to handle the sale of their home. One of the special services I am providing to them is to personally invite you, as a neighbor to an Open House I'm holding this _____ at _____.

This is a great opportunity to determine who your new neighbor will be. Who can you think of that's talked about moving to this area?

Great, I'll give them a call and personally invite them.

OR

Great, if you think of someone, be sure to give me a call or just bring them by the Open House.

By the way, when we do this much marketing of a home, it brings many more interested buyers. So, this would be a great time for someone who needs to get their home sold quickly. Who can you think of that fits that description?

Great, thanks for your time and your help. I think this is a great neighborhood to live in. When you think of real estate think of me!

Who is Keller Williams?

Let me tell you about Keller Williams! Keller Williams is the most innovative, fastest growing, highest rated national real estate company in America – and right here in _____ (City) _____.

And, I'm with Keller Williams because, at Keller Williams, I am a partner in the business. I get to share in the profits. I have a say in all the decisions. And, most important, I am empowered to do what ever it takes to best serve YOU!

“It's what you do when you don't have to that will determine what you become when you can no longer help it.” Floyd Wickman