

AREC 2013 – SCRIPTS & DIALOGUES

Dialogues for Marketing

- “We refuse to mis-market and apologise later. Doing a database and online only campaign could distort the perceived value of your home”
- “Your online marketing and offline marketing must be inline”
- “One extra buyer may bring you an extra 50k. We need to explore all avenues to find that extra buyer.”
- “The way we treat the sale of your property is like John West, we will reject 95% of all buyers to find the one that’s willing to pay top dollar”
- “It’s crucial to hyper-market your property for the initial 4 weeks. Because the longer your property stays on the market, the less buyers will pay”
- “Print media is very powerful at uncovering passive buyers. Instead of the buyer finding the property, the newspaper goes and finds the buyer”
- “Marketing is an investment – not a cost”
- “Did you know, that only 3/10 people go past page 1 of real estate internet search results?”

Dialogues for Closing

- “Have I done enough today to earn your business?”
- “What are the things you need clarified to give an agent the go ahead to get started?”
- “What haven’t I covered that will make it simple for you to appoint me as your agent?”

Dialogues for Prospecting

- “Are you researching, buying or selling today?” (At Open House)
- “Most of the people are upgrading or down grading at this time. What are you doing?”
- “Are you checking this out in terms of buying or selling?”

Listing Dialogue

- “When selecting an agent will you be making a decision based on things they can control or can’t control?”
- “It is the *process* not the promise of a price that will get your home sold for an incredible figure”
- “Apart from price what’s a successful relationship with an agent look like for you?”
- “When was the last time you sold a house? How did it go?”

Negotiation Dialogue

- “Thank you for that offer. But that price level has already been tested and unlikely to be accepted. If the owner was to say no, what would your next offer be?”

Vendor Management Dialogue

- “Your home is either priced at market level to be sold today or simply a home on display”
- “At the moment you are ON the market not IN the market”
- “It’s not about how long your property has been ON the market it’s about how long the buyer has been IN the market” (Great for early offers)
- “Would you prefer that I tell you what you need to hear or what you want to hear?”
- “Unfortunately some of the finest homes in Australia remain on the market unsold due to the price”
- “I have a buyer with a limit of 850k to spend – am I wasting my time bringing them around?”