

LIVE Coaching Webinar

Authentic Scripts & Dialogues for FY16/17



Scripts & Dialogue Critical Points

- Do not sound robotic
- Internalise them
- Never use 1,000 words when 50 will do
- Buyers and sellers are predictable
- Sound like a friend
- Role-play & practice
- Intent more important than words

Prospecting Dialogue

- Would you like to know the new value of your home?
- Is this your first or second purchase in the area?
- Are you researching buying or selling at this time?
- How's the sale of your place going?
- Are you buying or browsing?
- Are you calling because you're looking to buy? Or comparing to something you own?

Buyer Dialogue

- Thank you for that offer, but that price level has already been tested, and unlikely...
- Is it the price or is it the property?
- At what price level would you be interested in?
- How did you arrive at this figure?
- Are you going to make a decision on this home based on the market or based on your life?
- At what price level are you happy to be excluded?
- How will you know the market has bottomed?
- I'd like you to give me an offer at a level that I can look my vendors in the eye and recommend they take it

Vendor Management Dialogue

- Its not how long you've been *on* the market, it's how long the buyer has been *in* the market
- I think you should consider this offer, at the moment the market is good and there are buyers around. In a few months time, I can't tell you what the market will be like, but I can tell you, there will be a lot more properties on the market and the current buyers won't be around.
- Are you going to make a decision about selling based on the market, or based on your life?
- I know you wanted an extra \$50k but the good news is, the home that you are going to buy, that vendor was hoping to get \$100k more. So whilst you're \$50k short on your sale you're \$100k in front of your purchase. Which means you're \$50k better off upgrading in this market.

Marketing Dialogue

- Would you like a marketing plan to make you happy or one that will get you the best price?
- We can't control the price today, but we can control the marketing
- How will we know we've reached 100% potential in the value of your property if we haven't used 100% of the marketing resources available?
- We refuse to mis-market and apologise later
- Our job is to get the hidden 10% premium
- Do you want the first buyer or the best buyer?
- Online and offline inline
- Car insurance analogy
- Big Mac analogy

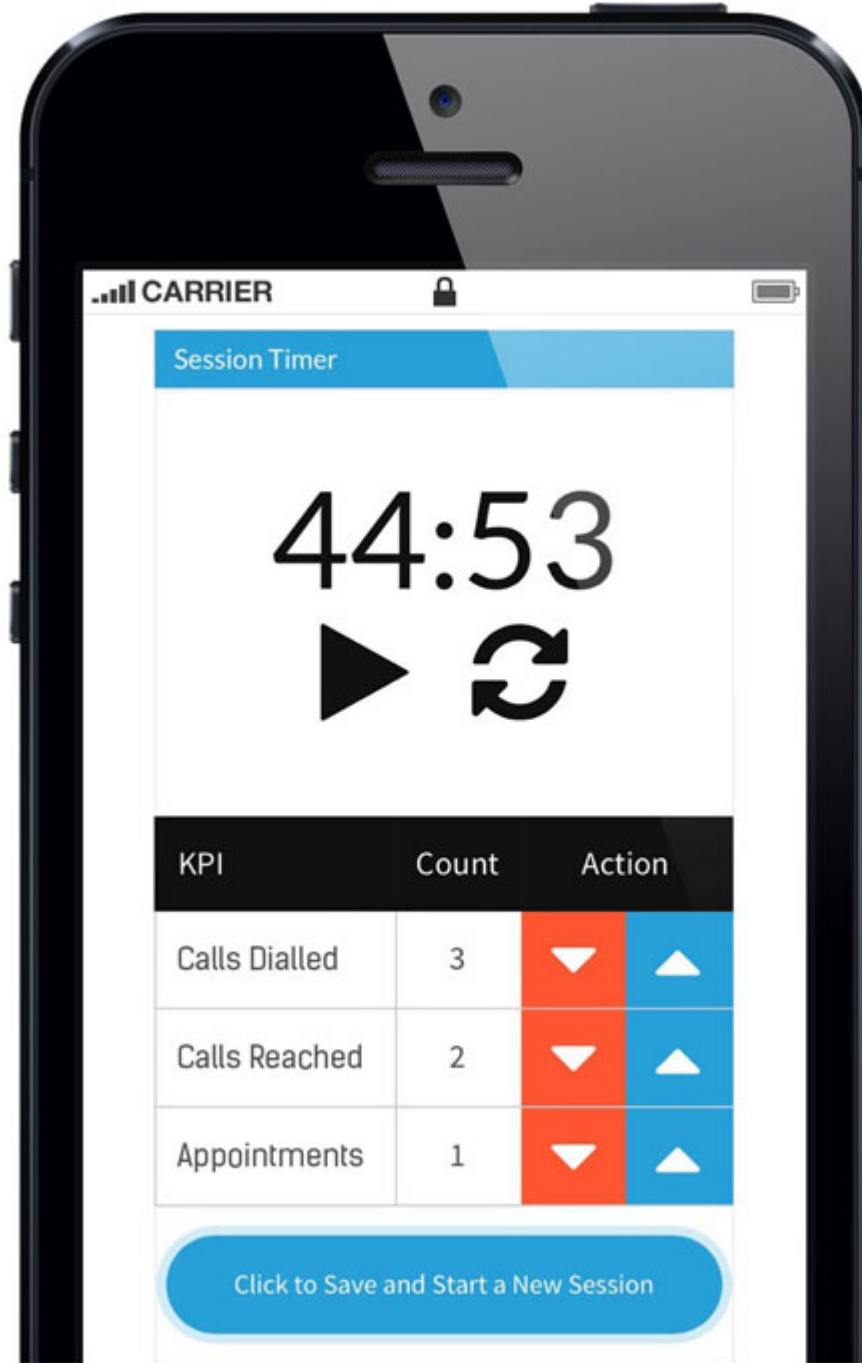
Listing Dialogue

- It's the process not the promise of a price that will get you top dollar
- Do you select an agent on the things the agent can't control (like price) or the things that the agent can control (like the process)
- The value of your home is dependant on 4 things: Location, presentation, the agent you choose, and strategy they choose.

Closing Dialogue

- Have I done enough today to earn the right to be your agent?
- When would you like me to start work as your agent?
- Let's pretend I was sitting here in 2 weeks time

My Prospector



TOM PANOS

Meet Your Co-Coaches



JOHN MCGRATH



MAT STEINWEDE

Meet Your Mentors

16 of the most influential real estate agents & thought leaders in Australasia



DANE ATHERTON



GAVIN RUBINSTEIN



IVAN BRESIC



JAMES TOSTEVIN



KATE STRICKLAND



LYNETTE MALCOLM



MARCUS CHIMINELLO



MARK DI GIULIO



MARK MCLEOD



MEGAN JAFFE



MICHAEL CLARKE



MICHAEL SHEARGOLD



PHIL HARRIS



RIK RUSHTON



TOM HECTOR



WILL PHILLIPS



What you get with Real Estate Gym 2.0

- Letters, templates, systems, hundreds of videos of coaching and Scripts & dialogues
- Audio to train whilst on the go
- Every morning on track email
- Personal accountability with prospecting
- Monthly webinars
- Around \$10 p/w
- Plus you get all the resources of previous Real Estate Gyms in your library

DOORS OPEN NOW!

www.RealEstateGym.com.au

Only 300 new spots released!

TOM PANOS