



SALES EDGE

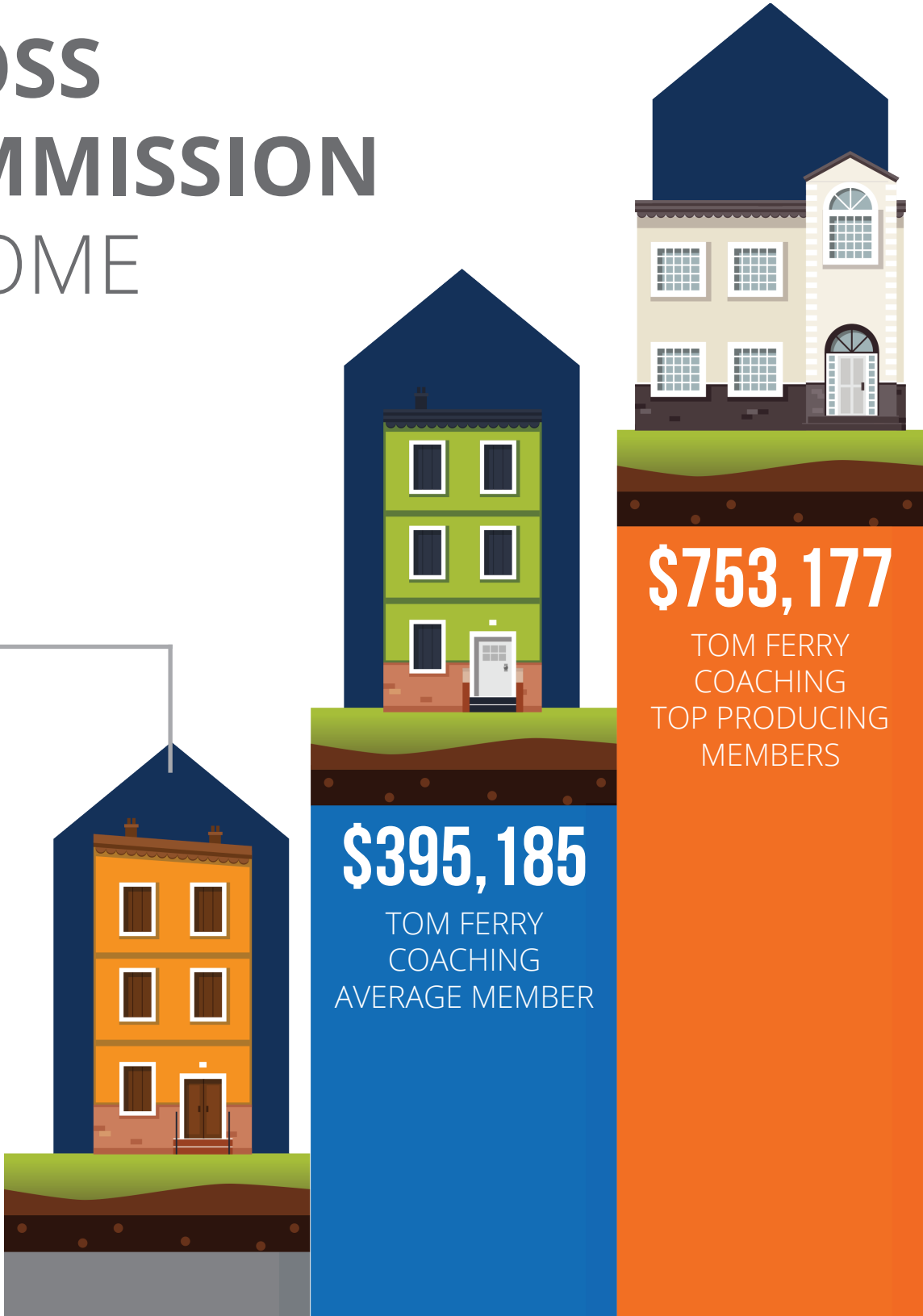


KNOWING WHAT TO SAY, MATTERS

 **TomFerry**

With Coaching You Can Earn **10X** the Industry Average

GROSS COMMISSION INCOME



\$39,200
NAR MEDIAN*

\$395,185
TOM FERRY
COACHING
AVERAGE MEMBER

\$753,177
TOM FERRY
COACHING
TOP PRODUCING
MEMBERS

*National Association of
Realtors Report 2015

Workbook Belongs To ...



Name: _____

Phone: _____

Email: _____

What am I committed to while I'm at Sales Edge?



Welcome to Sales Edge!

On behalf of our incredible group of coaches and staff welcome to Sales Edge!

During these next three days you'll learn relevant dialogues for the most common situations in real estate. More importantly by learning "how" to deliver them the right way your clients will benefit from an enhanced buying or selling experience.

To master the art of presenting you couldn't ask for a better leader than Bill Pipes for these next three days of Sales Edge.

Bill has been actively involved in the Real Estate Industry since 1995 as an agent, team leader, speaker, trainer and success coach. Considered a "master" at teaching influence, after three days with Bill you'll leave this event with a higher level of belief in yourself and a natural desire to take action.

What I'd like to ask of you:

- Be open to try something new!
- Be coachable!
- Have fun!
- Play at Level 10!

Strategy Matters & Passion Rules

Tom Ferry

PS: Send me a photo on Twitter to @tomferry of yourself and your partner practicing your dialogues at #TomFerry.

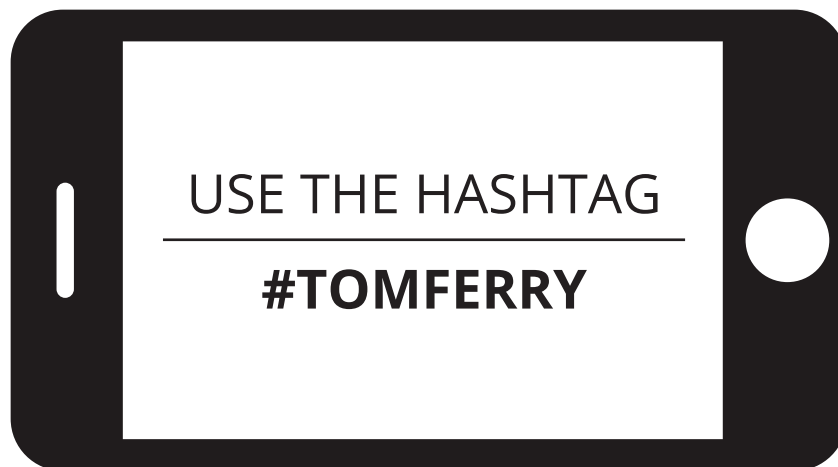
Get Connected!



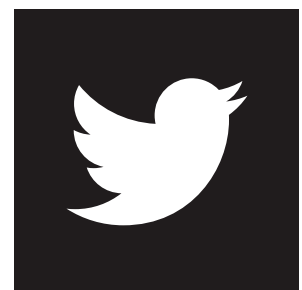
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GAINING YOUR EDGE

Money Leaks





7 Techniques for Effective Communication

Technique 1

Technique 2

Technique 3

7 Techniques for Effective Communication



Technique 4

Technique 5

Technique 6

Technique 7



How to Have a Breakthrough at Sales Edge

1. I know what i want.
2. I know why I want it
3. I choose to play at level 10
4. I am willing to stretch myself
5. I am responsible for what I get out of the course
6. I am committed to being lexible
7. I am a team player for 2 days
8. I am open to having a breakthrough
9. I am open to the positive “what if?”

Role Play Effectively



1. Always Stand Up

2. Use Body Language

3. Follow Script Verbatim

4. Smile

5. Be Okay Being Uncomfortable

6. Have Fun!



GENERATING MORE
REPEAT & REFERRAL BUSINESS

Generating More Repeat & Referral Business



Database Dialogue

Hi ... this is _____ (name) with _____ (company). I hope you and your family are well. Do you have a quick minute for me? (Thank you)

1. I was wondering if I could help you with any real estate questions you might have. (Great)

[Examples]

- Are you curious about the value of your home?
- Do you want to know what is going on in your neighborhood?
- Do you want to know general market conditions?
- Is it time to sell your home?
- Should you be refinancing now?

2. As you know ... I want to be your resource for everything real estate related. Please call me if you ever have questions ... okay? (Terrific)

3. (Name) ... my business is based on referrals from great clients (friends, people) like you. So ... before I let you go ... Who do you know that needs to buy or sell a home now or in the near future? (Excellent)

4. Can you think of anyone from your office, neighborhood, family or church? (Fantastic)

5. I appreciate your help and if anyone should come to mind please don't hesitate to call me! (Thank You)

[This dialogue is meant to be used somewhat loosely. You will be calling your Past Clients/Center of Influence four to six times per year, alter the dialogue when necessary.]



Generating More Repeat & Referral Business

Coffee / Text Dialogue

Hi (name) the market's really moving and home values are going up, up, up. Want to know your home's new value?

Sure, Sounds great.

Wonderful, I'll put together your home's value. Have you done any upgrades? Once it's ready do you want to meet for coffee, or should I email/mail to you?

If They Ask How's the Market?

Inventory levels are low. When a great home comes on the market, buyers and investors are writing offers and driving prices

Then ask one of three questions:

- Have you had any thoughts of selling?
- Do you know anyone who's had thoughts of selling?
- Do you anyone who tried to sell in the past and it didn't work out?

FOR SALE
BY OWNER





For Sale by Owner

THE SYSTEM

Contacting For Sale by Owners

On the first call, you have 3 objectives in mind:

- #1. Obviously, is to SET A LEGITIMATE LISTING APPOINTMENT. When you ask when they will list the home, you want them to say they are ready now. This will probably not happen often but if you call enough FSBOs, it will happen. It is important to set this as your intention on every call you make to a FSBO.
- #2. SET A PREVIEW APPOINTMENT. A preview is simply when you go out to take a look at the home and meet with the seller for a few minutes. (There are certain parameters a FSBO must meet before you want to preview their home which will be discussed shortly).
- #3. Decide if you ever want to call them back. If the seller is rude and you feel you would never want to work with them, throw them away. You are in control. Also, if you determine they absolutely have an agent they would list with, dump them.

For Sale by Owner



THE SYSTEM

What to Say to Get the Preview Appointment

"Are you cooperating with agents on the sale?"

If they say "what do you mean?" respond with "If I bring you a buyer and you net the money you want, will you pay me a commission?"

What to Say on the Preview Appointment

Your main objective at the home is to build good rapport and to really dig into their motivation. The meeting should only take 5-10 minutes. Thank them for having you over. Acknowledge the fact that they have received lots of calls from agents and that you really appreciate that they asked you to come over. Ask them for a quick tour of the home. As they are pointing out the drapes and carpet, re-ask all the qualifying questions. You will find that in person you will get much more truthful answers. You are now in their home and not just a telemarketing stranger. This is when 30 days on their own turns into a week or so before they'll list.

A Few Critical Questions to Ask:

- "Realistically, how long will you try to sell this on your own before you will list?"
- Use drama when asking this one. "Mrs. Seller ... you mentioned on the phone you'd try for 30 days. Clearly you want to move to San Fran right away ... you've got a couple kids ... a husband ... a full time job ... I mean selling on your own is a full time job in itself! Based on all that ... realistically, how long will you try to sell this on your own?"



For Sale by Owner

THE SYSTEM

The Clincher:

"I really appreciate you having me over. My intention was to just look at the home. Now that I am here I have to say I am 100% confident I can sell it. If I can sell your home for the price you want, in the time frame that you need, and do all the work for you (or say eliminate all the hassle), would you consider listing this home with me this week?"

This question is critical to ask before you leave. It will typically illicit one of 3 responses. If they say YES, set the appointment to come back for a listing presentation. More often, they will say "I don't think you can get me the price I want if you add on your commission." This is a great answer to get!

Simply say:

"I am not sure I can either. Let me go do my research now that I've seen the home. Let's get back together tomorrow at 5pm for 15 minutes to see if the numbers work."

What to do After the Preview

Massive lead follow-up is now essential. If they are going to list within one week, you should call them every single work day and ask for the listing. If they are more than a week away, call at least 2-3 times per week. You do not want anyone falling through the cracks so call them often you cannot over call them. The follow-up calls are easy because now they know you have completely separated yourself from your competition.

You can also consider sending postcards (in addition to calling) your FSBO leads. Be aggressive and send them at least 2-3 mailers per week. Do not let them forget about you! Work with your coach to create the best follow-up system for you. That is the whole system. The closer you follow it, the more listings you will take.



APPOINTMENT SETTING DIALOGUE

Hi, I'm looking for the owner of the home for sale.

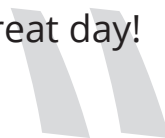
This is (name) with (company). As an area specialist, my goal is to know about all the homes for sale in the market place for the buyers I'm working with. Do you mind if I ask you a few questions about your property? Excellent!

1. I know the ad online said it had (#) bedrooms and (#) baths,
 - Are the rooms a good size?
 - How is the kitchen?
 - Have the bathrooms been remodelled?
 - Would you tell me about the yard?
 - Is there anything else that is important to know?
2. Sounds like you have a great home.
I'm curious why are you selling? (Great)
3. If you sold this home ... where are you moving? (That's exciting.)
4. How did you decide on that area? (Fantastic)
5. Who did you want to sell your home to: a friend, neighbor or a relative?
(Interesting)
6. How much is the new house you are buying? (Good for you)
7. So, do you have to sell this home first to close on the new one? (Wonderful)



For Sale by Owner

8. What is your time frame? Okay ...
9. How did you determine your sales price? (Got it.)
10. You know, with as many homes as are on the market right now, what are you doing differently to market yours? What else?
11. Why are you selling yourself ... rather than using a professional agent? (Interesting)
12. If there was an advantage to ... use me ... to market your home would you consider it? (Terrific)
13. Normally at this point ... I would say ... let's get together for 20 minutes or so ... so we can discuss how we can help you achieve your goal ... Which would be better for you?
14. I'd like to have some information delivered before we meet ... where should I email it to?
15. I look forward to meeting with you on (___), thanks again and have a great day!



For Sale by Owner



FOUR TYPES OF BUYERS DIALOGUE

1. Just out of curiosity how many calls did you receive last week?
2. How many of those were from Realtors?
3. That leaves ___ potential buyers.
4. Out of ___ how many came to see your home?
5. Out of the ones that came to see your home how many gave you an offer?
6. Do you know why they didn't give you an offer?
7. There are 4 types of buyers ...
8. The first are serious and in a hurry they may be relocating from another city and have 3 days to find and buy the right home. Or they may be someone who's home sold last night and today they need to find their replacement home.
9. Because they are in a hurry do you think they will be with a Realtor or do you think they are reading every ad in the paper looking for FSBOs?
10. Realtors have 97% of all the homes on the market listed with them and only 3% are FSBOs so ... the more you think about it, the more it makes sense that the serious and in a hurry buyers work with a Realtor ... does that make sense?
11. The second type are serious but not in a hurry ... they may be a first time buyer ... proceeding cautiously ... wanting someone to hold their hand ...or ... they may be looking for that perfect home ... Did you know that last year the average buyer looked at 54 homes before making a decision?



For Sale by Owner

12. Naturally these people want a Realtor to help them, to guide them and make them feel secure ... can you see that?
13. The third type you may have encountered ... they are investors or bargain hunters ... preying on FSBOs that are in a hurry to sell at a discount. What's the only thing they are looking for?
14. And of course the 4th type can't afford to buy ... and they will never buy ... because they are just looking ... We call them looky lous.
15. In fact Realtors don't put them in their cars because they can't afford to buy and are not qualified to buy.
16. So you can see Mr. & Mrs. FSBO if Realtors have 97% of all the properties that are on the market it only proves that the serious buyers are going to work with a Realtor and what kind does that leave for you?
17. The investors, bargain hunters and the looky lous. Right?





OBJECTION HANDLERS

“We want to try selling it ourselves.”

I totally understand the thought of trying to get a home sold yourself ... I mean, let's face it ... saving that commission can mean some good money in your pocket ... right? (Right)

So I'm curious, are you familiar with the difference between passive and active marketing? (No)

Real quick ... Passive marketing is basically sitting around doing nothing like, holding open houses, sending out flyers or advertising in the newspaper ...

Were you thinking about doing any of these things? (Yeah) I was afraid of that!

These methods only work about 25% of the time! Yet, agents sell this concept as if this was the answer to all your problems ... right? (Right)

Which then makes you think well, what's so hard about that ... I could do that ... right? (Right)

The problem is ... this doesn't get a home sold anymore ...

Do you understand now what I mean by passive ... sitting around with your fingers crossed ... waiting for the buyer?

Active Marketing, on the other hand, is literally getting on the phone every single day and personally contacting as many people as I can 25, 50, even 100 a day.

The key is ... asking them if they would like to buy your home, if they know someone who would like to buy your home, or if they would like to sell their home.



For Sale by Owner

OBJECTION HANDLERS

Do you know why I ask if they would like to sell their home? Because the more signs I have the more buyer's calls I get to show your home ... Does that make sense?

Now ... Which way passive or active do you believe will get your home sold?

And you understand that I am doing active marketing on you as we speak, right?

So, how many people do you think you could call a day to try and get your home sold ... and by the way have you ever done telephone soliciting before?

[ALTERNATIVE]

You can try it. Lots of people do. It is like going to Las Vegas.

Millions of people go, and every now and then someone hits the jackpot, but the vast majority of people lose money or Las Vegas wouldn't be there.

Every now and then a seller hits the jackpot, but the vast majority needs a realtor or the real estate industry wouldn't be here.

[ALTERNATIVE]

Let's talk, okay? John, you are an attorney and try cases in court daily. I can't imagine walking in and trying the case myself.

I am a professional real estate agent. I know what I am doing. I am here to release you from the extra stress.

I have a record 98.8% full contracts. I earn my commission. I bring you top dollar. I close the deal.

For Sale by Owner



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For Sale by Owner

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For Sale by Owner

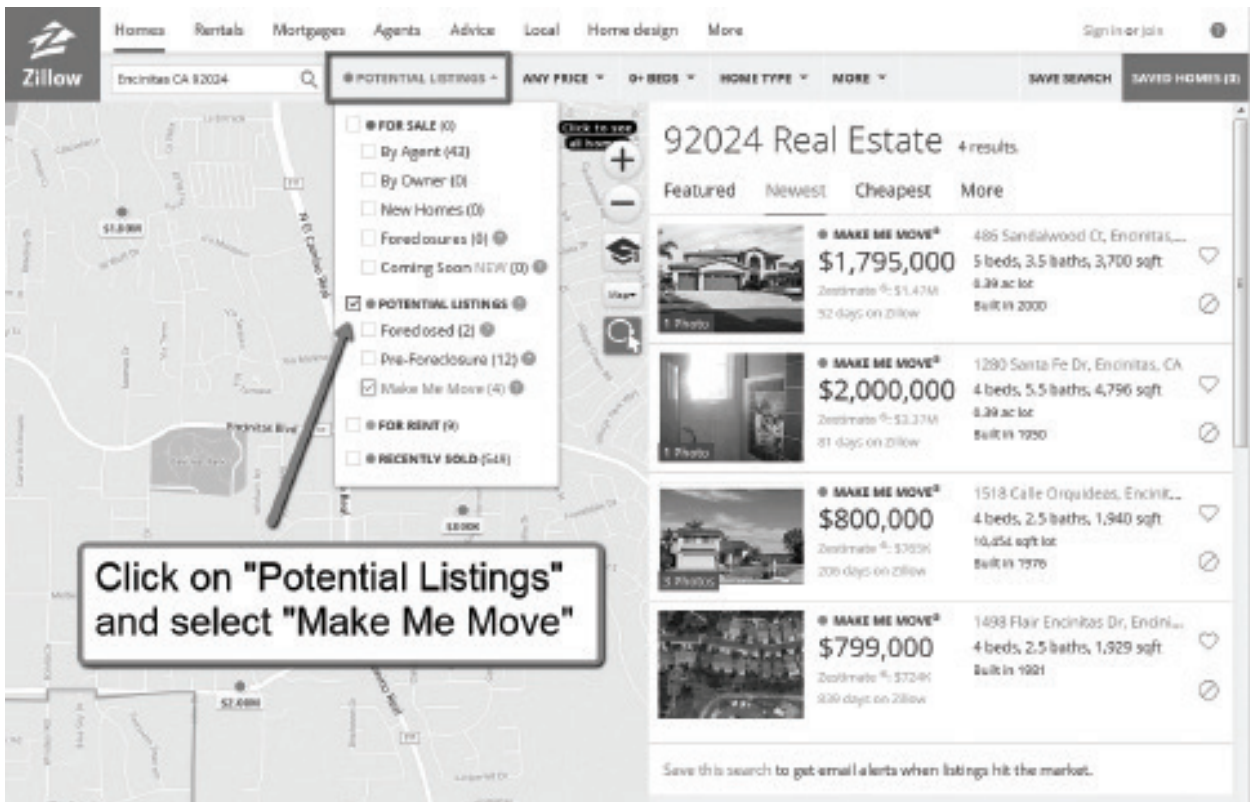
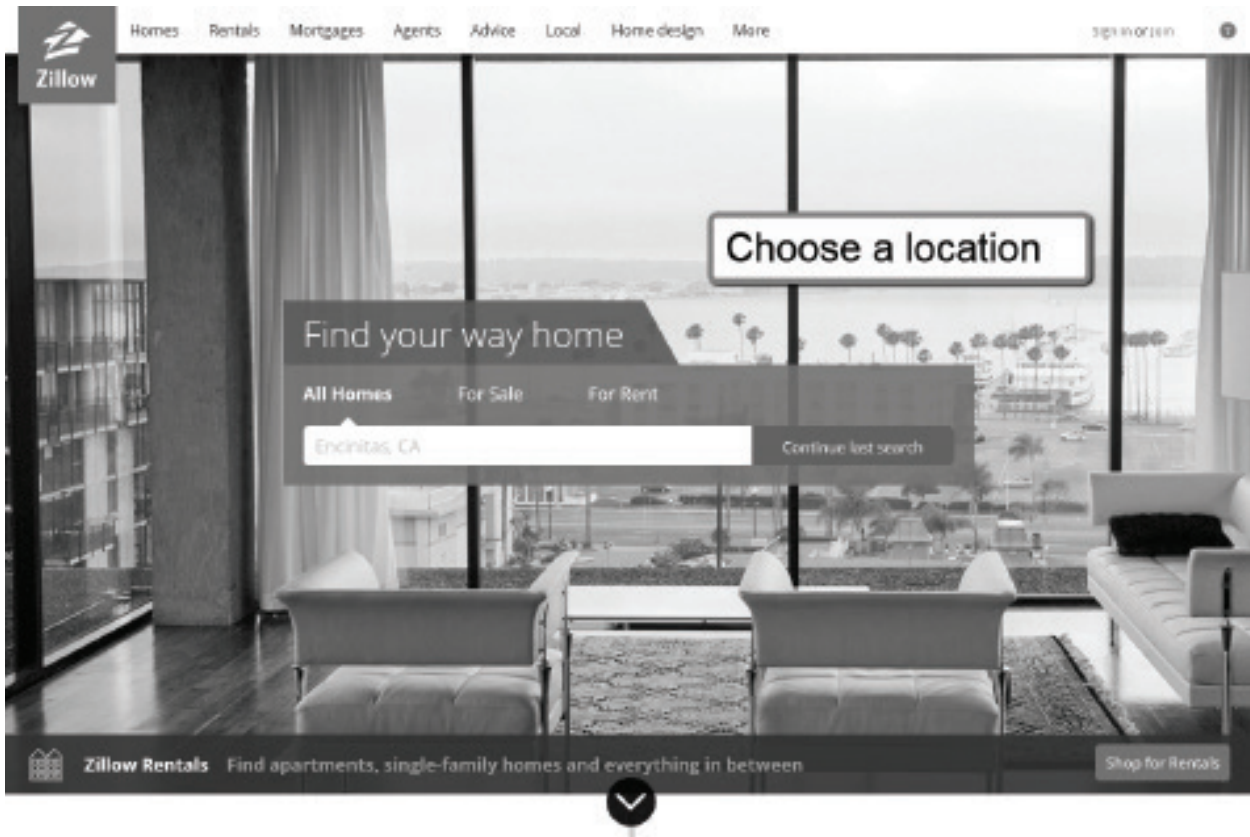


NOTES




ZILLOW
MAKE ME MOVE

Zillow Make Me Move





Zillow Make Me Move




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City, State, or Zip

California • Encinitas • 92024 • 486 Sandalwood Ct



VIEW LARGER

[MAP](#) [BIRD'S EYE](#) [STREET VIEW](#)

486 Sandalwood Ct, Encinitas, CA 92024

5 beds • 3.5 baths • 3,700 sqft

Beautiful ocean views. Fabulous gated community with a wonderful neighborhood. Backs up to a beautiful 3 mile trail. Large lot with fruit trees, pool and a spa. Price is firm. This is an incredible house. Beautiful Travertine downstairs. Many upgrades throughout. [More](#)

FACTS

- Lot: 0.39 acres
- Cooling: Wall
- Single Family
- Heating: Forced air

MAKE ME MOVE®

\$1,795,000

Zestimate®: \$1,472,420

EST. MORTGAGE

\$6,720/mo

See current rates on Zillow

Apply for a New Mortgage with direct2

GET MORE INFORMATION


Call: (760) 505-6982

Note: owner will work with buyer's agents

I would like to find out more about 486 Sandalwood Ct, Encinitas, CA 92024.

Contact Owner

Similar Homes for Sale



FOR SALE

\$1,499,000

5 beds, 5.0 baths, 5073 s...

523 Lynwood Dr, Encinit...

Zillow Make Me Move



EMAIL COPY IDEAS FOR MAKE ME MOVE

To:

Cc:

Subject:

I came across your home on the 'Make Me Move' section of Zillow. With the summer market right around the corner and interest rates around 4%, this promises to be one of the best selling markets in the last 5 years. I would like the opportunity to speak with you about your goals to sell your home. Please call or email me at your earliest convenience.

OR

To:

Cc:

Subject:

I came across your home on the 'Make Me Move' section of Zillow. I recently listed a home in your neighborhood and placed in escrow in ____ days. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's sellers market. Please call or email me at your earliest convenience.



Zillow Make Me Move

EMAIL COPY IDEAS FOR MAKE ME MOVE

To: _____
Cc: _____
Subject: Sold For ____ % Over Asking

I came across your home on the 'Make Me Move' section of Zillow. I recently sold a home in your neighborhood and it sold for ____% over the asking price with multiple offers. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's sellers market. Please call or email me at your earliest convenience.

OR

To: _____
Cc: _____
Subject: RSVP: Mega Open House At ____

I came across your home on the 'Make Me Move' section of Zillow. I would like the opportunity to speak with you about your goals to sell your home. I am hosting a MEGA Open House on my new listing at _____ and I would love it if you could stop by for the private neighborhood preview from 11:00-12:00 on _____. If you would like to connect with me before the MEGA Open House please call or email me.

OR

To: _____
Cc: _____
Subject: More Than ____ Offers On Your Neighbor's House

I came across your home on the 'Make Me Move' section of Zillow. I recently represented a buyer on the sale of a home in your neighborhood and it had over ____ offers on the property. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's sellers market. Please call or email me at your earliest convenience.

Zillow Make Me Move



DIALOGUE FOR DOOR KNOCKING OR CALLING

Hi ... I'm _____ with _____ and I'm calling (stopping by) today because I noticed that you had your home listed as Make Me Move on Zillow. Because I work with so many buyers from Zillow ... I was wondering ... If I could set a time to look through your home to see what buyers I have that would be interested. (Or could I take a minute now?)

1. How long have you had it on Zillow? (Terrific)
2. What made you decide to put it on there? (Excellent)
3. When you ... sell your home ...
4. How soon would you like to be there? (Great)
5. How did you determine the price of your home?
6. Have you had any offers on your home yet? (Really)
7. It's interesting your home has not sold. I (my team) have already sold - ____ this year _____ and averaging ____ % over list price.
8. If you are serious about being ____ within the next ____ months then let me show you briefly what I do to get home sold in this area.
9. Let's meet for 10-15 minutes so that I can take a look at the house and we can figure out exactly what it will take for it to sell.
10. What would be better for you _____ or _____?

LEAD CONVERSION



Lead Conversion



ONLINE FOLLOW-UP EMAIL / TEXT

To:

Cc:

Subject:

Thanks for requesting a report on your home!

One quick question while I pull the data together - have you made any upgrades that would affect your home's value?

To:

Cc:

Subject:

Thanks for requesting a free home search account!

One quick question while we get your account setup - are there any "must-haves" in your next home?

To:

Cc:

Subject:

Great questions, what's a good time and number to chat?



Lead Conversion

LEAD FOLLOW-UP SCRIPT

1. Hello ... could I please speak with _____?
2. Hi _____ this is _____ with _____ ... and I am calling you back like I said I would. How are you today? Terrific!
3. When we last spoke on _____ your plans were to move to _____ by _____ because of _____ (reason and motivation). Is that still your plan and time frame? () Excellent!
4. The reason for my call is _____?
(Remember to make your message relevant to them)
 - New properties that have sold
 - New homes on the market
 - Interest Rate Increases
 - Client/Family that you have assisted that are similar to them
 - Update on the overall market
5. So ... my question is ... do you have to be sold and moved to _____ by _____ or simply start the selling process at that time? () Wonderful!
6. Fortunately ... to assist you ... all we need to do is simply ... set an appointment so that I can help you get what you want in the time you want ... won't that be great? Fantastic!
7. What would work better for you _____ or _____?



ONLINE FOLLOW-UP DIALOGUE

Remember that your intention from the call is to SET THE APPOINTMENT

Hi/Hey name ... this is (name) with (company).

1. You were recently on our site [www._____](#) and we wanted to thank you for registering.
2. We received your request regarding getting a really good deal on a property in the area ... Is that the area you're looking to buy in?
3. What types of property do you like best ... Condos or a house? (Wonderful)
4. What price range are you looking to buy in? (Terrific)
5. I'm curious ... are you currently renting or do you own your home? Do you need to sell before you buy? (Excellent)
6. Is your house currently on the market? (Really)
7. [If renting:] Are you month to month, or are you in a lease? If you were to find the home of your dreams ... could you get out of that lease immediately?
8. Besides online, how else have you been searching for homes?
9. Obviously ... since you are looking online you aren't working with an agent ... right?
10. What will it take for you to ... buy a home...



Lead Conversion

11. Let's meet for 15-20 minutes ... so I can show you what it will take to buy a home in today's competitive market and exactly what our team can do to assist you.

12. What would work better for you? ... day/time or day/time.

13. Great! My office is at _____

14. My office number is _____

15. I'll send you out a confirmation email to...

16. Is your email address repeat (email address)

17. And is this the best number to reach you?

18. Every seller is going to want to know ... are you going to be paying cash ... or have you been qualified by a lender? (Perfect)

Cash: Terrific ... When we meet please bring proof of funds ...

Lender: Terrific ... our clients always ask us for a second opinion ... would you like one?

No Lender: With such a big decision ... who you work with matters ... we have a great relationship with _____ ... he/she helps all of our clients ... why don't I have them give you a call?

19. Great ... thank you again and we look forward to assisting you!

20. Name ... will you do me a favor and let me know if something comes up and you can't make it at _____?



Lead Conversion



NOTES



Lead Conversion

NOTES

Lead Conversion



NOTES



Lead Conversion

NOTES

Real Members Unreal Success



RADA ANN LABÈ

SEA COAST EXCLUSIVE PROPERTIES

"I've been selling real estate for 30 years, but after moving to a brand new area I knew almost no one. The year before coaching I had one sale at \$350,000 and felt like I was working constantly. After joining coaching, I ended up with over \$5.4 million in sales ... that's a 1,379% increase! I attribute this enormous growth to the processes, systems and time management I learned in coaching. My hats off to the entire team at Tom Ferry!"

#TOM #FERRY SHOWS

New Shows Weekly!



REALESTATETRAININGTF



DOOR KNOCKING
YOUR FARM



Door Knocking Your Farm

DOOR KNOCKING DIALOGUE

Hi, my name is (name) with (company), how are you today?

1. I wanted to give you a quick update on the real estate market, last month in (city/town/community/building) we had (#) sales, of which (#) sold above asking price ... were you aware of this?
2. And ... we have more buyers (#) then properties for sale (#) ... So I was curious, what thoughts have you had of selling?
3. How long have you lived here? (Good for you)
4. What brought you to (_____) (Excellent)
5. If you were to move in ... where would you move to? (Great)
6. When would that be? If yes, close for the appointment
7. Do you happen to know anyone who has had thoughts of selling?
8. Thanks so much, if I can ever be of service, here my card/contact info ... have a great day!

HOT MARKET TEXT DIALOGUE

Hi (name) ... (something personal) ... I was thinking about you because home prices in (hyper-local) are still increasing. Interested in your home's new value?

Sure, sounds great.

Wonderful I'll put together your home's value. Have you done any upgrades? Once it's ready lets meet for coffee to go over the evaluation, okay?

Door Knocking Your Farm



YIKES DOOR KNOCKING DIALOGUE

// (Multiple Offers)

Hi, I'm (name) with (company) how are you today?

1. I'm stopping by to let you know your neighbor's home at (address) just sold with multiple buyers writing offers ... did you hear about that? And I was curious ... What thoughts have you had of selling?

(If yes) Wonderful ... I know our clients would love to see the home ... (Qualify for their motivation)

(If no) I understand ... it's a very desirable neighborhood ... I promised the buyers I would ask ... who do you know who wants to sell their home? (Terrific)

2. Thanks so much ... if you ever change your mind ... here's my card. Have a nice day!

[No Homes For Sale]

Hi, I'm (name) with (company) how are you today?

I'm representing some clients who really want to live/own in your neighborhood ... and there's no homes for sale ... Do you happen to know ANYONE ... who's had any thoughts of selling?

How about yourself ... what thoughts have you had of selling?

(If yes) Wonderful, I know our clients would love to see your home ... (Qualify for their motivation)

(If no) I understand, it's a very desirable neighborhood ... I promised my clients that I would ask ...

3. Thanks so much... if you ever change your mind ... here's my card. Have a nice day!



Door Knocking Your Farm

Real Members Unreal Success



JO O'KEY

O'KEY GROUP

"What appealed to me most about the Tom Ferry coaching program is their cutting-edge, youthful aspect to everything in the business. I never thought I could do something so powerfully and consistently. Before coaching my business was up and down. After joining coaching I have increased my business from **7 to 23 to 52 transactions.** The Tom Ferry coaching program showed me the way and turned me into the business person I never thought I could be."



EXPIREDS



DIALOGUE #1

Hi ... I am looking for _____. This is _____ with _____. I noticed your home was no longer on the market. I was calling to see ... do you still want to sell it?

[If it is clear they are getting lots of calls, use these effective lines]

- Are you just taking your home off the market?
- Are you getting a lot of calls?
- These agents are like rats coming out of the woodwork ... aren't they?
- Can you imagine if you had to work with these people everyday like I do?

1. If you ... sold this home ... where would you be going to next?
2. What is your time frame to be moved? (Ouch)
3. Why do you think your home did not sell? (Really)
4. How did you pick the last agent? (That obviously didn't qualify them to sell your home)
5. Has anyone told you exactly why your home did not sell? (Great)
6. The only reason a home does not sell in today's market is because of exposure ... did you know that?
7. If I can show you how to upgrade your exposure to the market and get your home sold ... would that be of interest to you? Perfect!
8. Let's meet for 15-20 minutes so you can see exactly what it will take to ... sell your home.
9. What would be better for you _____ or _____?



Expireds

DIALOGUE #2

Hi, I'm _____(Name) with _____(Company). I'm sure you know your home came up today as an expired listing ... and I was curious ... if I wrote an all cash, great terms offer yesterday ... where would you be moving to?

Is that something you'd still like to do?

1. I've discovered there's only 3 reasons a great home like yours doesn't sell ...

- The marketing and exposure on the home wasn't enough to attract the buyers and agents in the area.
- The home didn't show well or capture the buyer's emotions ... or
- The pricing strategy ... I'm curious ... There are 2 ways to price ...

A. High for negotiations

or

B. Fair market price to create a potential bidding war

2. Which did your agent recommend?

3. Bottom line ... is if I can market it properly and sell your home in the next 30 days, would it be worth it for us to sit down and explore it?

4. What would be better for you _____ or _____?





DIALOGUE #3

Hi ... I am looking for (name). This is (name) with (company). I noticed your home was no longer posted online ... and I was calling to see ... is it on ... or off the market?

- Are you taking your home off the market?
- Are you getting a lot of calls?
- You may be asking yourself ... where were these agents when my home was on the market, right?

1. If you had ... sold this home ... where were you moving to?
2. If I brought you an all cash buyer, close in 30 days, where would you like to move?
3. What was your original time frame to sell and be moved? Ouch!/Really?
4. Why do you think your home did not sell? Really?
5. How did you pick the last agent you listed with?
6. Knowing what you now know ... what will you expect from the next agent you choose?
7. What type of feedback did you get from the people who saw your home? Tell me more about that.



Expireds

OBJECTION HANDLERS

"We're taking the home off the market."

I hear what you're saying ... and if yesterday I brought you an offer you liked ... you were moving right? Let's just meet for 15 minutes ... when you see my aggressive proven plan ... if it makes sense ... we sell ... and if it doesn't, it was just 15 minutes ... sound good?

"We've already chosen another agent/friend in the business."

I can appreciate that ... have you signed an agreement with them?

(IF NO)

Let me ask you a question ... after (x) months on the market and knowing what you NOW know ... wouldn't it be worth just 15 minutes to hear a different opinion ... and a new fresh approach? It will only take me 15 minutes ... are you free this afternoon?

"We're going to try it on our own for a while."

I can appreciate that ... and let me ask you a question ... If i could sell your home in the next 30 days ... and save you time ... would it be worth just 15 minutes to hear exactly how I can do it?

"You agents are all the same."

I hear you and actually at (company name) here in (city) we sell (x) times more homes than our competition ... would it be worth just 15 minutes to hear exactly how we can do it with your home?

"Where were you when my home was on the market?"

That's a great question ... I was busy fulfilling the promises I made to my sellers to show, market and sell their homes ... I didn't even know your home was on the market until today when the agreement expired ... scary huh? That's exactly why we should get together ... I specialize in selling homes other agents didn't ... and have a 19 point marketing plan I know you'll be impressed with ... what time can we get together to go over it?



EMAIL FOR THE EXPIRED STARBUCKS CARD CAMPAIGN

To:

Cc:

Subject: 3 Reasons A Home Doesn't Sell

Dear (Name),

I'm sorry to hear your home didn't sell. As you know, selling today can be very complicated. I've learned there's only 3 reasons a great home like yours wouldn't sell. I'd love to sit down, buy you a cup of coffee and discuss it if you're interested. No pressure, just let me know."

(Your Name)

P.S. If you've changed your mind and decided not to sell, I'd still love to buy you that cup of coffee, enjoy a Starbucks on me.



Expireds

NOTES



NOTES



Real Members Unreal Success



MARTY WAITE

ELITE+ MEMBER

"With the help of Tom Ferry coaching I led my team from 125 to 320 transactions in just a few years. We doubled our business and put repeatable and scalable systems in place to support future growth. Coaching has changed my life ... not just in business but in becoming a better person overall."



THE MEGA OPEN HOUSE



The Mega Open House

HOW TO START

Getting Started

- Pick a date to give yourself enough time to set things up properly
- Pick a great partner
- Lunch or wine/cheese
- Get your marketing together (see below)

Sample Marketing Plan

MONDAY	Record a video invite
TUESDAY	Email your video to your database Post this video on the seller's Facebook page (or have them post it!)
WEDNESDAY	To get the word out, send invitations by mail or door knock
THURSDAY	Door knock or mail to expired listings in the area
SUNDAY	9:30am - 11:00am Put out as many signs as possible 11:30am - 1:00pm Seller's Lunch 1:00pm - 4:00pm Open house
FOLLOW UP	Schedule 45 minutes for follow up Sending video texts or personal notes

The Mega Open House



SAMPLE DIALOGUE TO INVITE NEIGHBORS TO YOUR OPEN HOUSE

“Hello ... my name is (name) with (company) ... and ... I will be hosting a special open house at (location) on (day) from (1 to 4) ... did you know this home was for sale? (hand them a flyer/invite)

1. I promised the seller I would get the word out in the neighborhood... and I was curious ... who do you know ... that might want to live in our area?
2. Wonderful ... again ... It's this Sunday from 1 to 4 ... feel free to stop by ... I'd love to show you the home ...
3. By the way ... have you ever considered selling your home?





The Mega Open House

DIALOGUE FOR BUYERS

Hi, my name is _____ with _____.

1. How are you today? (Great)
2. What is your name? (Wonderful)
3. (Name) ... how did you find out about my open house? (Excellent)
4. What kind of home are you looking for? (Fantastic)
5. Who has been helping you with your home search? (Super)
6. What areas have you been looking at? (Great)
7. What homes have you seen that you like? (Terrific)
8. What prevented you from making an offer? (Wonderful)
9. What's your price range? (Excellent)
10. What's the name of your lender? (Great)
11. How much have you been approved for? (Fantastic)

The Mega Open House



AFTER THE EVENT IS OVER

Follow up with people who signed in to your open house.

Consider sending them a _____ or personal note.

Schedule 45 minutes to an hour immediately after the open house to _____ while the details are fresh.



The Mega Open House

NOTES

A black and white photograph of three business professionals in a room with a large window. A woman on the left, wearing a light-colored sweater and a dark skirt, holds a folder and points her right hand towards the ceiling. A woman in the middle, wearing a dark top and light-colored pants, looks up. A man on the right, wearing a light-colored button-down shirt and dark pants, also looks up with his hand on his hip. The room has a wooden floor and a large window in the background.

THE BUYER CONSULTATION



The Buyer Consultation

GETTING BUYERS TO WORK WITH YOU

BUYERS UNIQUE SELLING PROPOSITION DIALOGUE

Buying the right home can be very challenging these days. How's it working for you? [Their response]

What I have found is most agents don't have a plan to help their buyers. Instead they just show them homes you could have seen online. By the way, are you looking for homes online? [Their response] Well ... that's why we have developed a proven strategy to assist our clients in finding the right home, the right location or terms and at the right price. Is that something you would be interested in hearing about?

ATTRACTING BUYERS DIALOGUE

1. Based on what you have told me ... I am certain I can assist you! Let's schedule a time to sit down so I can show you exactly how we position you to win in this market.
2. What's your schedule like, this week?
3. Great, let's meet at my office, how's (day and time)?
4. At this meeting we will outline the best process for you and your family to buy a home ... Sound good? I can't wait to meet with you!

The Buyer Consultation



THE CONSULTATION

PREPARING FOR SUCCESS

Always start with the mindset of a consultant, not a salesperson. Discover their problems and challenges in finding the right home

Be a resource and be resourceful (solve their problem)

Prepare your environment and your presentation for your first meeting (remove sales barriers or distractions)

Have all your paper work prepared for buyer rep agreement if you offer that

PART 1 - BUYER QUESTIONNAIRE DIALOGUE

1. So, tell me about yourselves.
2. What are some of the reasons for making the move?
3. How long have you been looking?
4. What websites do you use to find property? How's it going so far?
5. Tell me ... what hasn't worked for you ... in the home buying process?
6. Have you seen anything you really like? Or written offers on?
7. Have you narrowed your focus to a specific community?
8. What's important to you about the location/community you live in?
9. Tell me about the ... ideal ... new home.
10. How many bedrooms?
11. How many baths?
12. What additional rooms do you need?
13. Tell me about your ideal location.
14. What are the five things you can't live without?
15. What should we avoid with your new home?
16. What's most important to you in buying a new home?



The Buyer Consultation

THE CONSULTATION

BUYERS QUESTIONNAIRE DIALOGUE *CONT'D*

17. And how is that important to you?

18. So ... let's recap ... you want to buy a home with _____, _____ and _____. And you also want a home with _____, _____ and _____. Did I miss anything? (This is where you feed their values back to them.)

19. And how about the agent you choose to represent you, what's important about that?

20. What's your timing... how soon would you like to be in the new home?

21. What's your plan "B"... in case this doesn't work out?

22. What price range are you looking in?

23. Have you met with a lender? What have they told you? How much money are you planning to put down? If there was an advantage to a second opinion, would you be interested?

24. Is there anyone else involved in the home buying process?

25. I've asked you so many questions ... do you have any questions for me?

PART 2 - EXPLAINING TODAY'S HOME BUYING PROCESS

(Name), let me show you today's buying process:

1. Choose an agent to represent you
2. Meet with a lender (or two) for pre-approval and lock in your rate.
3. View property online and at open houses, while I preview and look for homes not yet on the market or coming soon.
4. Identify your ideal home and then begin negotiations.
5. Do due diligence, meet all guidelines and time frames and close on the property.
6. You get to move into your new home.

The Buyer Consultation



THE CONSULTATION

PART 3 - EARNING EXCLUSIVITY

1. Now that I know exactly what's important to you ... and we are clear on the home buying process ...
2. I want to spend some time quickly showing you what I do above and beyond for my clients ...
3. Fortunately... when you... hire me...to represent you...you'll recognize that I do so much more than the average agent
 - I only work with a small number of great clients ... like you ... to ensure a personal touch.
 - I preview homes daily and weekly on your behalf.
 - I contact best agents for their "coming soon" listings getting you early notice.
 - I use the Yikes Marketing Letter to find off market homes.
 - I research bank owned and notice of defaults (if available).
 - I will actively door knock communities you like to find you a home.
 - I will only show you property that matches what you want.
 - I will negotiate aggressively on your behalf.
 - I will work with your lender and our affiliates... to ensure a smooth transaction ... and close.
4. Bottom line ... when you ... buy a home ... it can be stressful and my job is to remove as much of the stress as possible ... does that make sense?
5. So ... would you ... like me ... to help you find a home?
6. Would you ... sign the contract ... please?



The Buyer Consultation

OBJECTION HANDLERS

“How about if I sign your agreement after we go out one or two times?”

I hear you ... in that case ... let's sign a one party showing agreement on the homes you'd like to see ... it's done everyday in real estate ... let me grab that.

“I have a friend in the business who will give me a discount commission. Will you do the same?”

No ... I would suggest working with your friend instead ... (pause) ... (Name), I'm curious ... is your friend willing to do all the extra work I'm willing to do? And do they have my contacts, resources and skills?

“My listing agent is giving me a point back if I buy a home through him. Will you do the same? If not, why should I use you?”

Simple ... Your listing agent is busy working to get your home sold ... I'm going to put my aggressive marketing plan to work to find your home ... besides ... my commission is paid by the seller ... okay?

“I don't want to commit to one person right now.”

I hear that a lot ... and guess what ... most people start by talking to lots of agents ... until they find one who clearly stands out ... (Name) ... based on everything I've shown you ... do you believe I can find, negotiate and get you into your new home? Then put me to work!

The Buyer Consultation



OBJECTION HANDLERS

“I’m not buying for another three to six months.”

Great, then it is an excellent time to do some research together. We’ll have time to get to know each other.

“What if we don’t like each other after we are working together?”

I can appreciate that ... and my experience is the only way this will happen is if we are not in constant communication and open and honest about what’s important ... does that make sense?

“I haven’t had a chance to interview anyone else. I’d like to take some time and see what other options I have.”

I welcome it. Take your time to make sure you are making the best possible decision for you. (Help them to understand the difference between you and using a listing/buyer agent. Help them to understand the game plan, representation, negotiating skills and the time you can devote to them.)



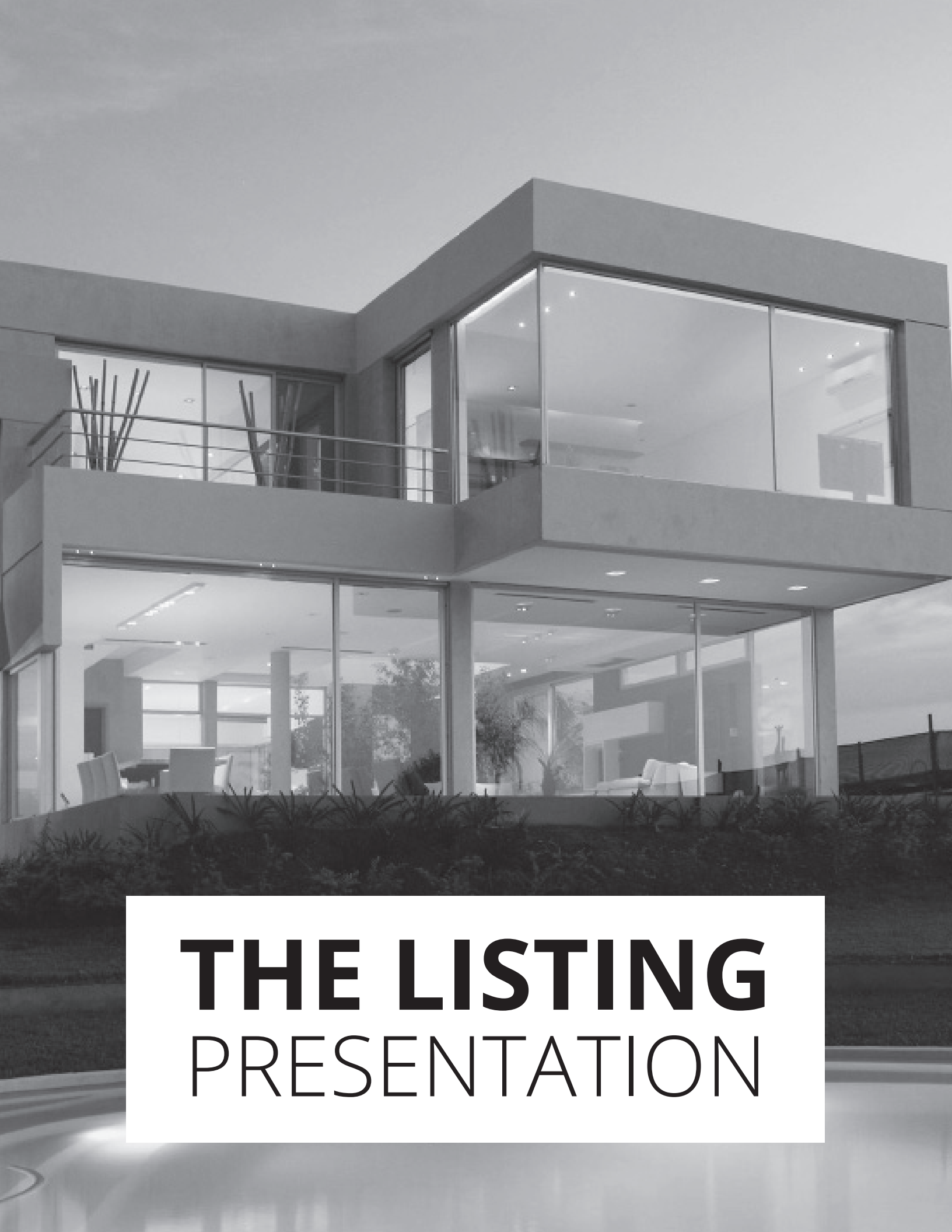
Real Members Unreal Success



Melissa Menard

ELITE+ MEMBER

“Coaching has allowed me to keep my motivation, amp up my enthusiasm, and gave me a game plan. That game plan has been what has helped me to double my business every year that I’ve been in coaching.”



THE LISTING PRESENTATION



The Listing Presentation

THE QUALIFYING PROCESS

QUALIFICATION DIALOGUE

Hi (name) ... it's (name) with (company) ... I'm calling to confirm our appointment for (day/time) ... does that time still work for you?

1. I'm really excited about the opportunity to ... sell your home ... I take this process very seriously and I'm committed to getting your property sold at the highest price in the shortest time frame. I want to be 100% prepared before I come out ... so I have some questions for you ... do you have a few minutes?
2. Let's confirm ... when you ... sell your home ... you're moving to (city), correct?
3. And...you want to be there by _____ right?
4. Tell me again ... what's your main reasons for selling this property?
5. So ... what price do you want to ... sell your home ... for?
6. I'm curious ... what price won't you go below? (optional)
7. How did you determine that price?
8. And ... how much do you owe on the property?
9. Is there anything that could be perceived as a negative ... that could also impact the property value?
10. Are there any other special features of the home ... you feel could impact the value?
11. This sounds great ... I'll be sending over my marketing proposal via email ... will you take a few moments and review it before I arrive?

The Listing Presentation



THE QUALIFYING PROCESS

QUALIFICATION DIALOGUE *CONT'D*

12. Will all the decision makers ... be there ... when I arrive?
13. So ... tell me ... what are you looking for in the agent you choose to represent you?
14. How will you know when you have the right agent?
15. Do you have any questions for me before I arrive to prepare for our meeting?
16. Obviously ... if you are as confident as I am that I can ... sell your home ... will you be ready to ... list with me ... at the appointment?
17. (If no) Tell me about that? (discover and resolve)
18. (If yes) Wonderful ... please have a copy of your key handy for me, okay?
19. This sounds great ... I have everything I need to prepare ... Again ... I'll be emailing my marketing plan and more ... Will you take a few moments and review it?
20. I look forward to seeing you (day/time) ... Have a great day.





The Listing Presentation

PRE-LISTING PROCESS

WHAT'S INSIDE YOUR PRE-LISTING PACKAGE

1. A letter from you that says _____ for the opportunity.
2. Your _____ proposal.
3. Your client _____.
4. A copy of your _____ or social proof of sales.
5. Finish with a _____.

PREPARING FOR THE APPOINTMENT

1. How well do you know the _____?
2. Consider bringing additional _____.
3. Record a _____ video promo before you have listed the home.
4. The #1 reason a seller selects an agent is _____ and _____.
How will you demonstrate this?
5. Show up _____.
6. Come _____ and be ready to present.
7. Quick _____ before the meeting.
8. Review your sellers' _____ to your pre-qualification questions.
9. Get into a _____.

The Listing Presentation



INTRODUCTION TO THE LISTING PRESENTATION

1. I know you have a lot of choices when it comes to agents and companies ... I want you to know ... I appreciate the opportunity to meet with you today.
2. Why don't we take a minute ... and show me around your home ... would that be okay?
3. Tell me about some of the most desirable features of the property?
4. If you were a buyer looking at this home ... what are some of the features you might change?
5. (Amplify) Tell me more about that?
6. How much would that cost?
7. Who do you think is the ideal buyer for your property?
8. Now that we've seen the property ... where should we sit, the dining room or the kitchen table?
9. So (names) ... Let me share with you what we're going to cover today.
10. Based on my experience ... there are four areas most sellers want to discuss prior to putting their home on the market with me ...



The Listing Presentation

INTRODUCTION TO THE LISTING PRESENTATION

They are:

1. Your motivation to ... sell this home ... and the timing to get the home sold ...
2. What I'm going to do to is expose your property ... to the highest number of qualified buyers ... and ... to agents who control the buyers.
3. How much the property will ... realistically ... sell for?
4. And ... ultimately why I believe you should ... choose me ... as the agent to represent you.

Name ... Outside of those 4 ... is there anything else you need to know?

So, before we discuss these ... let's confirm your plans ...

- A. You said you were moving to _____ ... right?
- B. And you're moving because _____?
- C. You would like to be in _____ by _____ ... correct?
- D. _____ if the home doesn't sell in your time frame ... is there a plan "B"?

The Listing Presentation



INTRODUCTION TO THE LISTING PRESENTATION

E. And ... you were thinking about a price of _____ ... right?

F. In order to make the move ... do we need to ...sell this home ... or is renting it out an option?

I emailed (or delivered) a marketing proposal ... did you have an opportunity to review it?

The number one reason people ... refer me ... to their friends ... or ... choose me as the agent to represent them is my marketing plan ... would you agree in today's economy ... exposing your home to the highest number of qualified agents and buyers is important?

Would you like me to take you through ALL of the strategies we are going to use to market your home or do you ... feel confident ... with what you saw in our proposal?

(IF YES)

So ... Can I assume we agree ... you definitely want our marketing plan ... right?

(IF NO)

Present Marketing Plan



The Listing Presentation

THE MARKETING PLAN (OPTIONAL)

As we go through the marketing ... you're going to notice just how much more we do than the average agent. In fact ... there are two types of agents ... ones that do the bare minimums ... put the home on a website and hope that it sells.

Then there's what I do ... I aggressively and actively market your home right from the start ... because we know that the highest probability of a sale takes place in the first two to four weeks.

You'll see the difference ...

Mr. / Mrs. Seller ... were you aware that 90% of all buyers start their home search online?

Our website generates ____ number of motivated buyers per month. We will strategically place your home online at www.yourwebsite.com.

Your home will also be showcased on ____ number of websites. (Have a page that shows all the websites their home will be on)

Can you see how this much exposure ... this many eyeballs ... will lead to ... more showings ... more offers ... and a higher price.

Potential buyers will be determining the value of your home based upon the photos and online tour ... you can tell the difference between average photos and professional photos right? (Showing contrast of good vs. bad real estate photography)

The Listing Presentation



THE MARKETING PLAN

We have a professional photographer on staff that specializes in bringing out the great features of your home through photo and video. What are the key characteristics of your home that we should be featuring? (Show them a video tour of a past listing)

In fact ... did you know that staged homes sell 79% faster and sell for 17% more than a non-staged home?

Obviously the better the home shows ... the more value a buyer sees ... so we have a professional stager that will come in, assess the appeal of your home to buyers and will make any recommendations to increase interest.

We typically have our stager come in within a couple of days us choosing to work together ... would that be okay?

One of the reasons that our clients have chosen to ... list with me ... is because of the regional and global network of agents that I'm connected with ... so we will notify all of the agents in my office ... as well as the agents that are active in this marketplace.

We'll also create a professional brochure/flyer as well as postcards to neighbors notifying them the property is for sale ... I've brought one here to show you (show them several examples)

Most agents simply do an open house ... however when you ... choose me ... we do what's called a mega open house ... are you familiar with what a mega open house is? (Describe your Mega Open House strategy)



The Listing Presentation

THE MARKETING PLAN

In addition to a public mega open house ... we'll hold a private open house for all of the brokers and agents in the area. So that if they have any buyers we're sure to have your home on their radar.

Are you familiar with the difference between passive and active marketing?

One of the many active marketing techniques that we use is to spend one to two hours a day prospecting ... over the phone and through social media ... to find a buyer that is interested in your home.

(Add anything else that you do)

It's pretty overwhelming ... everything that we'll be doing to get your home sold ... isn't it?

Now that you've seen all that we can do in terms of marketing ... do you have any questions?

(Names) I promise you ... I will market your home more effectively ... than any other agent ... and that's what you're looking for correct?

So can I assume we agree ... you definitely want our marketing plan, right?

I always tell my clients ... you hire me to "market"... and ... "sell" your home ... it starts with my marketing.

Now ... let's talk about the local market ... and pricing your home to sell ...

The Listing Presentation



MARKET STATISTICS

Mr./Mrs. Seller I'm curious ... what have you noticed about the local market?

Let's quickly take a moment and see what is actually occurring in the local market today.

- A. Total Active Inventory?
- B. New Listings?
- C. Homes Sold?
- D. Average DOM?
- E. Absorption Rate?
- F. Expired Listings?



The Listing Presentation

PRICING PRESENTATION

Now that we've reviewed the market ... I'm going to recommend ... three different pricing options ... and then we can decide which is best.

Option #1 "We push the envelope on price and go above the market."

Option #2 "We price it at fair market value."

Option #3 "We can create a buyer frenzy and price it below fair market value."

Let's discuss the pros and cons of each ... and then we can decide which is best ...

OPTION #1: PRICE ABOVE FAIR MARKET VALUE

"We push the envelope on price and go above the market..."

- The pros are ... You might just set a new value and find that perfect buyer ... more than likely though ...
- The cons are ... (and you should make up a big list)
 - Agents will reject the price and not show it
 - Consumers shopping online will miss it because of the pre-set "price ranges" on all major home search sites.
 - Or when they find it ... they will compare it to others priced in that range and wonder why it's overpriced.

OPTION #2: PRICE AT FAIR MARKET VALUE

"We price it at fair market value..."

- The pros are ... again, share the benefits ...
- The cons are ... ask them what their cons are?

The Listing Presentation



PRICING PRESENTATION

OPTION #3: PRICE BELOW FAIR MARKET VALUE

"If we price it below fair market value we create a frenzy among the buyers..."

"Have you ever watched an auction? What happens, they start the bidding at a low price ... and the power of the crowd drives the price up. (Share an example in your business.)

So what we need to do today is to ... agree on a price ... that has your home being one of the homes that sells instead of sitting on the market. So ... you understand that in today's market we are entering into a competition, right? Let's look at what you are going to be competing against.

- A. Are you familiar with this neighborhood?
- B. Have you seen this home?
- C. How many bedrooms and baths?
- D. What's the total square feet?
- E. Your house is Better, Similar, or the other home is Nicer.
- F. What's their list price?
- G. How many days have they been on the market?
- H. You've only got _____ days to be in _____ ... correct?



The Listing Presentation

PRICE CLOSES

_____ ... of the three pricing strategies we've discussed ... above, at or below fair market value ... which option would you like to move forward with?

[NOW IF YOU'RE CONCERNED ABOUT THEIR CHOICE YOU CAN SAY THE FOLLOWING]

So ... based on these comparable homes ... this one priced at _____ ... this one at _____ and this one at _____ what do you feel we should price your home at so that it will outperform all the other properties for sale?

_____ Will you ... list your home with me ... at \$ _____

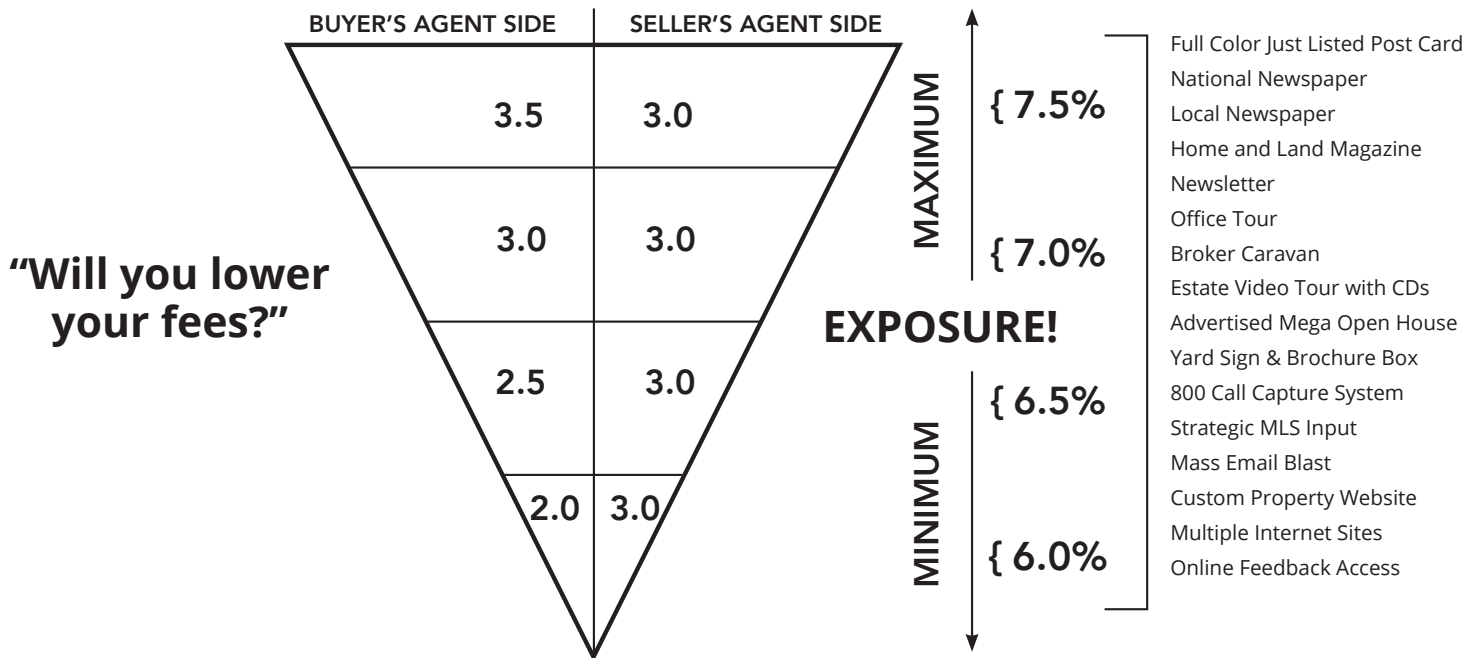
All we need to do now is ... sign the contract ... so I can help you move to _____ by _____.

Would you sign the contract please?

The Listing Presentation



OBJECTION HANDLERS



"If I list my home with you and buy my next home with you, will you cut your commission?"

You know, I can appreciate that you want me to reduce my fee, and I want to be up front with you and say NO, I will not cut my commission, and for one very simple reason.

As a professional, my time has a certain value and I only work with people, like yourself, that realize the value of my service ... and before you say anything, think about this ...

If an agent is willing to cut his or her commission, just like that, how well do you think they will hold up when it comes to negotiating the best possible price for your home?

I want to demonstrate to you up front how tough I'm going to be for you. Therefore cutting my commission is simply not an option. Does that make sense?



The Listing Presentation

OBJECTION HANDLERS

“I have to keep my promise to a friend or previous agent I talked to/bought the home from.”

That's great, I can appreciate your loyalty and that is a quality that I respect in people ... so I'm curious let me ask you this ...

Has there ever been a time when you decided to buy something or do something and because a friend said, hey no problem, when you need help, I can do it and in the end, because you didn't check around, you really didn't get what you wanted... have you ever been there before?”

Well this time is just like that time, and with that in mind, I'm sure you can see the importance of having me over just to give you a second opinion ... that wouldn't hurt anything, would it?

“Why is your price so much lower than the other agents that we have talked to ... they have comps that are higher than yours?” (Yes, why is that?)”

It is kind of confusing isn't it? I mean, you interview four agents and you get four different prices ... right?

You are probably thinking, why did this person come in with such a low price? Doesn't he want my listing, well my answer is yes and no.

You see there is a very big difference in the way that I operate and the way most agents operate. Most agents manipulate the computer to show figures that they think you want to hear and you probably want to know why.

The Listing Presentation



OBJECTION HANDLERS

Well most agents, don't do a lot of business. Getting your listing makes them feel like they are accomplishing something ...

Whereas, I on the other hand do over ____ sales per year by telling nice people like you the truth.

[Alternative]

There is a very simple reason; do you want to hear it?

Most agents do not have many listings. Therefore, convincing you to list your home with them becomes very important.

That's why they'll tell you whatever price they think you want to hear, even if they know six months from now, you will not be happy with them at all because no buyers will look at a house that is overpriced ... does that make sense?

My comps show the price I have indicated. I will take the listing if you will agree and sign an acknowledgment form tonight that you will reduce you home to my price in 30 days. I would rather you turn down 10 offers than never get one.

They emphasize listed prices. All I am concerned about is what is sold and closed. You wouldn't want to base your price on erroneous info, would you?

There are two ways to price your home ... You can list is where it sits or you can list it where it sells. Which is better for you?



The Listing Presentation

OBJECTION HANDLERS

“Will you cut your commissions, other agents will?”

You know, you're right, there are a lot of desperate agents out there and I'm a little concerned ... can I tell you why?

Do you own anything more valuable than this home? (No)

Could you say that it is your most valuable possession? (Yes)

If an agent is so desperate that they are willing to broadcast the fact that they don't think they have value as a Realtor, then I'm confused.

Is that the type of person you want sitting across from the negotiating table trying to negotiate you a better price?

We are talking about a person who has already admitted that he or she doesn't even see value in himself or herself.

Is that the type of person you want to represent you in the most valuable transaction of your life?

Good. If that was the case, then I should not even come over, considering I work 14 hours per day and my assistant works 8 hours a day to get your home sold and that's very valuable ... don't you think.

Note: the more conviction you have, the less you will get this objection.

In fact, your prospect will now begin looking for ways to exploit your weakness.

I would interpret this objection as your prospect telling you ... I don't think you have any value ... so you better prove it to me.

The Listing Presentation



OBJECTION HANDLERS

[Alternative]

They may feel they are worthless. If they will reduce their price at the listing table, what will they do at the negotiating table? I will be tough and professional on both my fee and the price, particularly at the negotiating table.

[Alternative]

Commissions aren't negotiable with agents that sell homes daily. They are only negotiable with the Realtors who don't believe in the service that they offer. Now you told me you had to be gone in 90 days, right? You need a strong service agent that sells homes right?



The Listing Presentation

OBJECTION HANDLERS

“How much advertising will you do, because I want a lot of advertising?”

I understand that advertising is a concern ... Are you familiar with the difference between passive and active marketing?

Passive marketing is basically sitting around with your fingers crossed waiting for a buyer to show up and buy your home ...

[Passive marketing is holding open houses, sending out flyers and advertising in the news paper]

You see, these methods are passive and you can't predict if they will work or not. Yet, agents that don't want to work at getting your home sold will insist that they have sold many homes this way ... and do you know what?"

I agree, you can get a home sold that way ... But, you can't guarantee it. Do you understand what I mean by passive, basically sitting around waiting to get your home sold?

Active marketing on the other hand is much more aggressive and very predictable.

I will be on the phone every single day calling 10, 25 or even 50 people asking if they would like to buy your home, or if they know someone that would like to buy it or if they would like to sell their home ...

Do you know why I ask them if they would like to sell their home?

The Listing Presentation



OBJECTION HANDLERS

You see the more signs and homes I have out in the community the more buyers will call on those signs. The more buyer calls I get the more people I can talk to about your house.

Now, which way, passive or active do you think gets more homes sold?

Would you like me to spend all my time and effort doing what is proven to get your home sold or would you like me to sit around with my fingers crossed hoping a buyer happens to call?

“I want to find a house before I put mine on the market.”

I agree, finding your new home is important and the unfortunate thing is it may take as long as 3 to 5 months for your home to sell. Then it will take another month to get the closing done and by that time, any home that you would have found will likely already be sold. Does that make sense?

Let's get your home on the market right now and get to work on getting your home sold so you don't have to wait any longer than is necessary to get moved into your new home ... sound good?

[Alternative]

Terrific! Have you seen a home you want to put a contract on? (No) Great let me go ahead and schedule a time with my buyer agent so they can help you find the perfect home. In the mean time I can be working on getting your home sold that way when we get a contract on your home we can put in a contract on your #1 choice-close both homes the same day and ... move only once. Won't that be great?



The Listing Presentation

OBJECTION HANDLERS

“You don’t handle many homes in our price range.”

You’re right, I don’t sell a lot of homes in your price range and that’s exactly why I’m here tonight ... I usually sell homes in lower price ranges and what I find is ... after I sell my clients homes, many of them move up to your price range, therefore, it only makes sense ... that the next logical step, is for me to sell your price range as well, considering I already have a relationship with many buyers that will be interested in your home ... does that make sense?

“I need to net this amount in order to move, I have to be at my new job in 90 days but I can’t afford to buy a home if I take a loss.”

I can appreciate the position you are in. Many people in our area are in the same position and you know ... I’m curious. Has there ever been a time when you knew you were going to have to make a sacrifice?

I mean, you knew it was going to be tough and in the end, after analyzing all of your options, you realized that there was only one thing to do ... put your head down, grit your teeth and go for it ...

But you found in the end, it all worked out. You made it through the tough times and life went on, maybe even better than before ...

Have you ever been there before? (Well, Yes)

The Listing Presentation



OBJECTION HANDLERS

This time is just like that time ... as you can see, the competitive market analysis shows that there is no way anyone is going to give you what you need to make this move ...

My question is this. Is it more important to get you out from under this house, take the new job and work through the tough times or are you in a position to keep making mortgage payments on this house for several more years until the property values go back up? [Help the prospect see that they have been in tough places before and this is no different]

“We will sell it ourselves and pay 3% to the agent that sells it.”

I completely understand your point of view and it sounds like you haven't been involved in this kind of transaction in a while ... can I tell you why?

Agents work with buyers because it is easy. You show the house, the agent writes the offer and the agent on the listing side handles the next 30 to 60 days of the legal paperwork trying to get the deal closed ... does that make sense?

If you list it for sale yourself, who will follow up with the 30 to 60 days of legal paperwork ... you? If so, what agent will want to risk the fact that you may not have done it before?

Let me ask you this ... if you were an agent, would you rather show homes that were listed with professional agents that worked to get deals closed?



The Listing Presentation

OBJECTION HANDLERS

Or would you rather show a home and keep your fingers crossed, hoping that you don't get sued by the buyers because some legal aspect was overlooked by the homeowners and the transaction didn't get done ... which would you rather do?"

Do you see my point?

Your idea sounds valid. It just doesn't fit in today's market reality ... Are there any other questions I can answer before you sign the listing agreement?

"We can always come down later."

You're right, and I think you need to take into account how homes get sold.

You see, if we come out of the gate with your home overpriced, all of the agents that show properties will instantly write you off as non-motivated sellers ... Can I explain what that means from an agent's perspective?

You see, if we come out of the shoot with your home overpriced, all of the agents that show properties will instantly write you off as a non-motivated seller ...

The higher a price on a property, let less the seller needs to sell it ... at least that's what the agents believe ... purely from their past experience ...

The Listing Presentation



OBJECTION HANDLERS

Now a non-motivated seller means, that even if you come down on your price later, two things will happen. Most agents won't even realize your home has been reduced. Now you might say, can't we just send them a flyer telling them that it has been reduced?

Yes, we could send everyone a flyer telling them the price has been reduced, and yet the agents get 500 flyers a week and there's a good chance it will go unnoticed.

If they see that you had the home priced really high in the beginning that will tell them that you were kind of unrealistic when we listed the property, meaning that you didn't believe that what I was saying was true ... all agents interpret this as trouble when it comes to getting the deal closed.

Do you understand why? If we price it to sell right from the beginning, our odds of getting agents to show it are much higher.

[Alternative]

By the time the buyer for your home will have bought another. Do you want to lose that buyer?



The Listing Presentation

OBJECTION HANDLERS

“Good we still need to interview one more agent” (Even after they promised you were the last).”

This is not the real objection. They are saying to you....We don't see why we should pay you money to sell our home ... that's why you should leave.

We must flush out the real objection. Start like this:

You know ... I can appreciate the fact that you want another opinion, and the fact I was told that I would be the last agent interviewed only tells me one thing?

Can I share it with you? (Yes)

Somewhere, Somehow, I have not completely convinced you that I can sell your home.

So tell me ... What is it, specifically, that is stopping you from putting me to work tonight?

This should get the real objection

[Alternative]

I can appreciate that before we met today, that you set up another appointment with another Realtor. I'm sure you will agree that my qualifications will be tough to beat Let's get your home on the market tonight. I'll be happy to call the agent, cancel your appointment and it will be one less delay in getting your home sold.

[Alternative]

Agents work together. I will call him tonight and let him know that we listed the home and we will give him the first shot at it with his buyers before we put it in the MLS.

The Listing Presentation



OBJECTION HANDLERS

“We want to think it over.”

I would force them to make the general more specific.

I can appreciate that, making a logical decision is important ... so tell me, what is it specifically that you're going to have to think over?

Now, they will give you the real hidden objection and you can handle it using the patterns you've already learned.

“We want to compare what you are saying to other Realtors.”

Great! I think that is one of the best things that you could do and before I go ... Tell me, what is it specifically that is stopping you from picking up that pen and signing your home with me? (We're just a little shocked by the price)

Hey, I understand and let me ask you this ... If I can help you to realize that your home will not sell for a dollar more than what I have told you ... If you felt completely satisfied that it was true ... would you still want to waste your valuable time talking to another Realtor or would you just list with me tonight?" (Well, I guess if we felt comfortable, we would list with you tonight) Great!

Then simply go back through the CMA and convince them.

Great, since 3 minds are better than 2, let's think out loud together. What are you thinking about?



The Listing Presentation

OBJECTION HANDLERS

“We have a good friend in the business.”

I can appreciate that, almost everybody does, so when would you like to see how 85% of the homes I list sell and why only 40% of the homes listed with other agents sell. Which is better for you, 6:00 or 7:30.

[Alternative]

Your friends will want the very best for your correct?” (Yes) “I will be happy to call them for you.

[Alternative]

Are you willing to jeopardize your friendship? You owe your friend, friendship. You owe me nothing. But you owe yourself the best. Don't you want the best agent working for you?

“We're already committed to another agent.”

Great! So, you have already signed a listing agreement? (Well, no)

“So you are not committed, you are just promised ... right?” (Right)

I'm okay if you don't list your home with me ... however if you're thinking of interviewing more agents for the job of selling your home ... it is vitally important that you understand the different marketing approaches so you don't get burned the next time.

The Listing Presentation



OBJECTION HANDLERS

Now you don't want to get burned again do you?

So let me ask you ... do you know the difference between passive and active marketing? (No)

Passive marketing is basically sitting around with your fingers crossed waiting for a buyer to show up and buy your home ...

Passive marketing is holding open houses, sending out flyers and advertising in the newspaper. Did your last agent use any of these methods? (Yeah) I was afraid of that.

These methods have been ineffective. Yet, your last agent sold it to you as if this was the answer to all of your problems ... right?

Active marketing, on the other hand, is literally getting on the phone every single day and personally contacting as many people as I can 25, 50, 100 a day.

See the key is asking if they would like to buy your home, or if they know someone that would like to buy it or if they would like to sell their home ...

Do you know why I ask them if they would like to sell their home?

You see the more signs and homes I have out in the community the more buyers will call on those signs. The more buyer calls I get the more people I can talk to about your house.



The Listing Presentation

OBJECTION HANDLERS

Now, which way, passive or active do you think gets more homes sold?

The goal here is to cut out the other agent by educating the customers the realities of the market. Now when they are sitting in front of the other agent, what question are they going to ask? How many people do you call each day?

[Alternative]

Make sure you have made the right commitment by seeing me and then making your decision. If they have better qualifications than me, than go ahead and list with them.

The Listing Presentation



19 POINT MARKETING PLAN

1. We strategically place your home online unlike other companies; I receive all of the leads we get on your home
2. In addition your home will be on (have a page that shows all the websites)
3. Extra professional pictures online (share bad photos vs. your quality)
4. Virtual tour online (show them the one you made)
5. Staging (if necessary – explain the stats on homes staged vs. not)
6. Create a professional brochure/flyer (show them the one you created)
7. Send post cards to neighbors notifying them your property is for sale (show example)
8. Notify agents in my office, my region and across the globe about the property
9. Hold open house(s) (describe your Mega Open House strategy... even create a flyer to illustrate)
10. Personally invite your neighbors to the open house/broker preview
11. Prospecting daily for (x) hours to find a buyer for your home
12. Aggressive follow-up with prospective buyers (explain the training and designations received)
13. Hold a broker Open House
14. Advertise
15. Weekly check-in calls to “stay on the pulse”
16. Automatically via email, send you all feedback from showings (Homefeedback.com or other solution)
17. Automatically email new listings, pendings and sales in your neighborhood
18. Review pricing weekly and notify you immediately of market changes
19. (Optional) I do/my team does 100% of the showings – (you hired us to “sell” your home, that’s our job)



The Listing Presentation

NOTES

The Listing Presentation



NOTES



The Listing Presentation

NOTES

Real Members Unreal Success



Tim Smith

TEAM+ MEMBER

"Years ago I found myself at a crossroads. My assistant informed me I had enough money to pay her or the rent. That's when I made the decision to join Tom Ferry's coaching program. Through the program I've been able to create the business and life I never dreamed possible. In 2015, The Smith Group closed over \$326 Million in sales. We are the #1 Team in Orange County for Coldwell Banker since 2009. Dream, believe, be accountable, work hard, and be consistent. It matters!"



RESOURCES

NLP



Adverb Pre-Suppositions

Luckily

Happily

Simply

Surely

Obviously

Frankly

Certainly

Supposedly

Remarkably

Fortunately

Naturally

Consequently

Easily

Definitely

Undoubtedly

Quickly



Persuasive Language Patterns

Part 1

NOTES

Rapport Building Techniques Part 1





Rapport Building Techniques Part 1

Rapport Building Techniques Part 1





Persuasive Language Patterns

Part 2

Embedded Commands

Feel good
Get excited
Trust me
Buy now
Do what I say
Believe me
Do it
You like me
Say yes
Like me
Sign the contract
List with me

Price it right
Sell now
Choose me
Act now
Feel comfortable
Get started
Take action
Feel compelled
Hire me
Feel confident
Agree with me
Be honest

Decide tonight
Set an appointment
Come to the office
Make a decision
Do as I say
Send me referrals
Extend the listing
Sell this house
Buy this house
Follow my advice
Reduce the price
Listen to me

Modal Operators

Must
Can
May
Try
Intend to
Have to
Suppose to
Able to
Pretend to
Ought to

Decide to
Wish to
Got to
Need to
Let me/Let's
Want to
Could
Permit
Choose to
Would

Will you
You could
You would
Allow me to
Should
Possible to
Allow
Will
Won't

Persuasive Language Patterns

Part 2



NOTES



Persuasive Language Patterns

Part 2

NOTES

Rapport Building Techniques Part 2





Rapport Building Techniques

Part 2

Rapport Building Techniques Part 2





Rapport Building Techniques Part 2

MARKETING





Marketing Samples

FOR SALE BY OWNER

At What Price Would You... Become A Seller?

We are Brent Kastanowski and Brenda Jensen, the Brent & Brenda Team with Realty ONE Group.

With the Spring Selling Market here, combined with strong housing demand, rising prices and a low supply of inventory, this promises to be one of the **BEST SELLING MARKETS** in the last five years.

If you are tired of being a landlord and you would like to get your home **SOLD** this year, please give us a call. We've been helping homeowners with residential real estate in the Greater Phoenix Metro for over 6 years and have sold over 100 homes during that time.

Contact us at 602-380-2049 for an equity consultation or email us at brentandbrenda@cox.net

Who You Work With Matters...



**Brenda Jensen
Brent Kastanowski**
REALTORS®
Phone: (602) 380-2049
Phone: (602) 281-0181
www.brentandbrenda.com



If your home is currently listed with a licensed real estate broker, this is not intended as a solicitation.

Marketing Samples



FOR SALE BY OWNER

It Pays to Use a REALTOR®



The typical For Sale By Owner (FSBO) home sold for **\$46,000 LESS** during the past year than homes sold with the assistance of a REALTOR®

On average, FSBO homes sold for **\$184,000**



Homes sold by a REALTOR® during the same period sold for **\$230,000**

MOST DIFFICULT TASKS FOR FSBO SELLERS:



Understanding and performing paperwork

Setting the right price



Preparing/fixing up home for sale



Attracting potential buyers

Helping buyer obtain financing



Selling within the planned length of time



Having enough time to devote to all aspects of the sale

Source: NAR's 2012
Profile of Home Buyers and Sellers



CALIFORNIA
ASSOCIATION
OF REALTORS®



Marketing Samples

YIKES! DOOR KNOCKING YOUR FARM

YIKES!!

Your neighbor's home at 5392 Bonanza Lane just went into escrow, and our **buyer Susan Pinkstaff** missed it.

Susan has just sold her home of almost 30 years (just across Warner) and wants to downsize to Fernhill, her favorite community!

If you have **ANY THOUGHTS** of selling please call us. Susan is ready to go and **IS A CASH BUYER**, she can close in as little as 21 days, or allow for up to 60 days for you to move or give tenants notice (we will help with that too!)

Please consider:

- Prices are moving up, but appraisals are an issue, not with a cash buyer!
- Save money and time: only one agent for both parties!
- Team Sackin is the most respected Realtor Team in your area, with over 1,000 sales since 1988.
- Need time to decide where you need to move? No problem. Susan is flexible, and we are the Orange County Real Estate Experts: we can find your new home!
- Are you a Senior? If so, our Senior Select Service could be right for you. Let's talk about it.



714.374.3535
www.TeamSackin.com

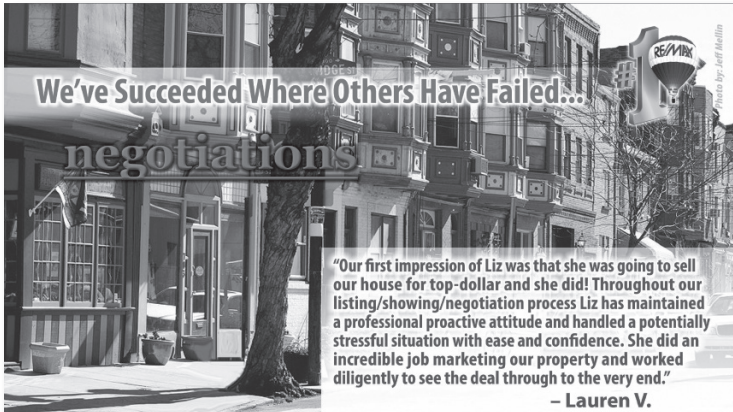
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Marketing Samples



EXPIREDS



We've Succeeded Where Others Have Failed...

negotiations

"Our first impression of Liz was that she was going to sell our house for top-dollar and she did! Throughout our listing/showing/negotiation process Liz has maintained a professional proactive attitude and handled a potentially stressful situation with ease and confidence. She did an incredible job marketing our property and worked diligently to see the deal through to the very end."

— Lauren V.

THE Liz Lutz TEAM
REALTOR® & International Specialist

RE/MAX Home Experts



We've Succeeded Where Others Have Failed...

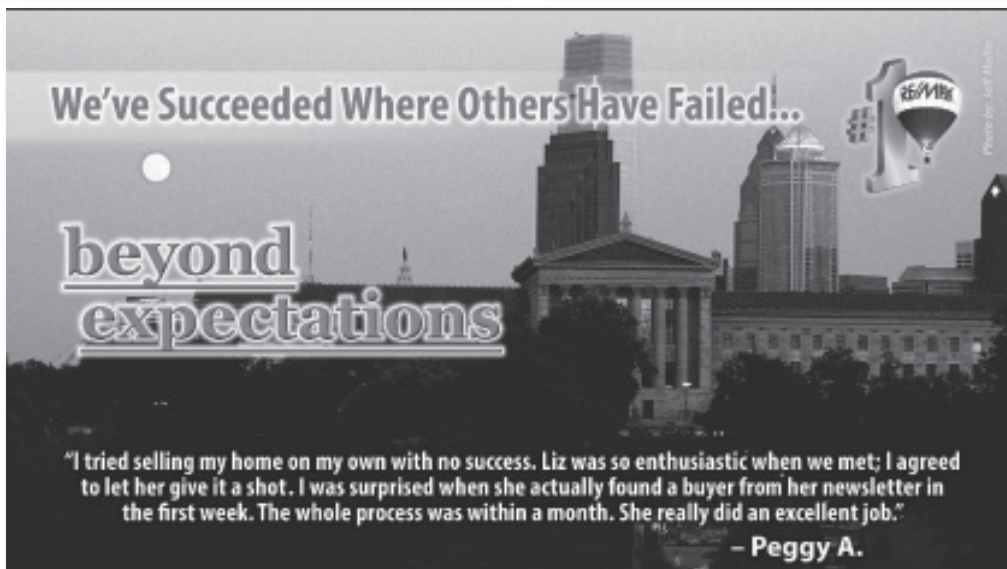
persistance

"Liz is wonderful! Not only did she work relentlessly to market my property, she got us an offer in under ten days. The first buyer had some issues selling their home and we were a little worried but Liz got back to work, and found a new buyer after six days. It's rare you find someone who does what they say they are going to do."

— Keith T.

THE Liz Lutz TEAM
REALTOR® & International Specialist

RE/MAX Home Experts



We've Succeeded Where Others Have Failed...

beyond expectations

"I tried selling my home on my own with no success. Liz was so enthusiastic when we met; I agreed to let her give it a shot. I was surprised when she actually found a buyer from her newsletter in the first week. The whole process was within a month. She really did an excellent job."

— Peggy A.

THE Liz Lutz TEAM
REALTOR® & International Specialist

RE/MAX Home Experts



Marketing Samples

EXPIREDS



We've Succeeded Where Others Have Failed...


marketing

"Liz did a great job in helping us sell our home in a really difficult market. From the moment we first met with her, we knew we made the right choice for our agent. She is energetic, a hard-worker and a wonderful marketer. The pictures of our home that Liz arranged to have taken for our on-line listing looked amazing, and her friendly, welcoming presence at her open houses definitely attracted a high volume of foot traffic. We would highly recommend Liz to anyone looking to sell property in the Philadelphia area."

— The Russels

THE Liz Lutz TEAM
REALTOR® & International Specialist

RE/MAX Home Experts



We've Succeeded Where Others Have Failed...

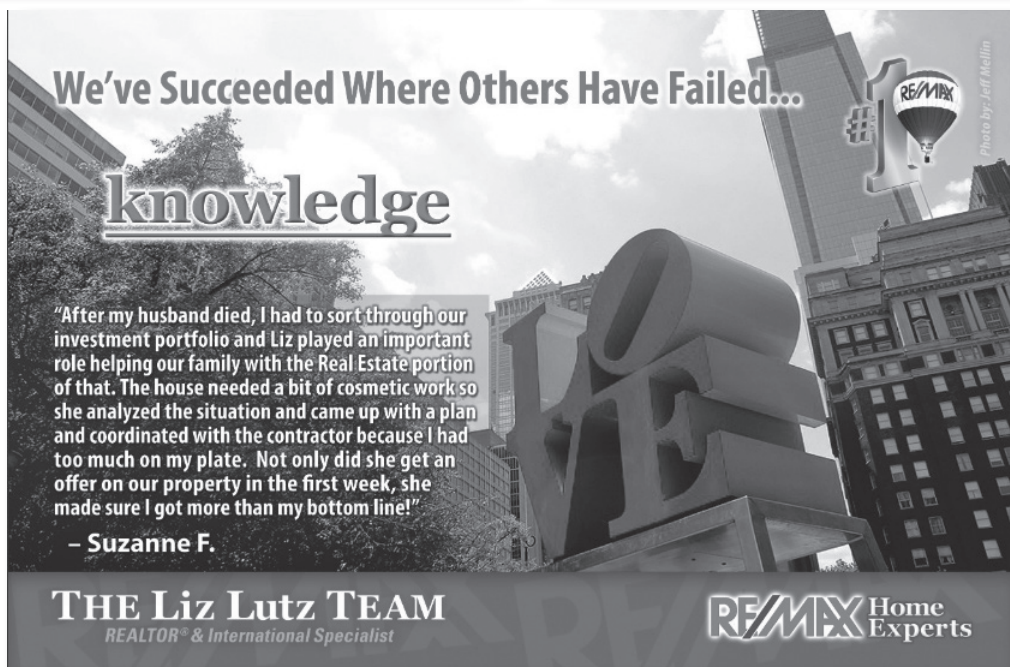
responsiveness

"When we decided to sell our home we interviewed three different agents. Liz seemed to have the most passion and the best marketing plan. She checked in with us twice a week and kept us in the loop on everything. We are happy we went with Liz."

— Mike B.

THE Liz Lutz TEAM
REALTOR® & International Specialist

RE/MAX Home Experts



We've Succeeded Where Others Have Failed...

knowledge

"After my husband died, I had to sort through our investment portfolio and Liz played an important role helping our family with the Real Estate portion of that. The house needed a bit of cosmetic work so she analyzed the situation and came up with a plan and coordinated with the contractor because I had too much on my plate. Not only did she get an offer on our property in the first week, she made sure I got more than my bottom line!"

— Suzanne F.

THE Liz Lutz TEAM
REALTOR® & International Specialist

RE/MAX Home Experts

Marketing Samples



EXPIREDS



We've Succeeded Where Others Have Failed...

#1


marketing

"It's not my full-time job, but I have my Real Estate license. I listed my home on my own and only had one showing after 45 days on the market. Since our home was very unique for our neighborhood, I knew I needed help. She did everything to market the property including even a custom-made video! Liz got 10 showings in the first week and we had an executed agreement in 23 days."

— Dale K.

THE Liz Lutz TEAM
REALTOR® & International Specialist

RE/MAX Home Experts



We've Succeeded Where Others Have Failed...

#1

beyond expectations

"Liz exemplifies excellence in her profession. Liz stays on top of the real estate market in Philadelphia and has her finger on the pulse! She sold my house last February within 3 months, considering it was for sale during the holiday season, this was not the experience I expected but am still amazed and grateful that we found each other. I recommend Liz for any/all your Real Estate needs. I pass out her business cards whenever the opportunity arises. She keeps in touch with me, sending me updates on the market and/or just to say hello! *She is the best there is in Philadelphia!*"

— Joan S.

THE Liz Lutz TEAM
REALTOR® & International Specialist

RE/MAX Home Experts



Marketing Samples

THE MEGA OPEN HOUSE

600 MANSFIELD RD
SILVER SPRING MD

\$625k • 3 BR • 2 BTH • 1585 LSFT



This stunning Craftsman is a true green home, offering top-to-toe updates including fresh interior paint, energy efficient double pane windows, Geothermal heat pump and water heater. The main level features gleaming hardwood floors, an open plan living/dining room and fabulously renovated eat-in kitchen. Beautifully landscaped yards have an abundance of plants and trees, a garden shed and patio.

staged by



www.donnakerrgroup.com

Donna Kerr

301.325.2253

donna@donnakerrgroup.com

301.608.1454

2426 Linden Lane
Silver Spring, MD 20910

OPEN SUNDAY 2-4



You are invited!

Please join local agent Donna Kerr to view this just listed property at 600 Mansfield Rd, this Sunday, from 2-4pm. Take this opportunity to see an example of what the Donna Kerr Group can do for you or your friends. We look forward to meeting you this weekend! For more information about this property, visit our property specific website.

www.600mansfield.com



Marketing Samples



THE MEGA OPEN HOUSE

Open House Trifecta!

A SELECTION OF FINE HOMES

The Bowes Team
will host open
houses at all
three properties
on June 29th
from 1-3 pm.



Bud and Sue Bowes
RE/MAX on the Bay
61 Pennsylvania Avenue
Niantic, CT 06357
Bud's Cell: 860-894-8428
Sue's Cell: 860-235-6448



19 Perkins Farm Road, Waterford



140 Great Neck Road, Waterford



15 Perkins Farm Road, Waterford

3 Spectacular Homes

3 Open Houses

1 Special Day!

**JUNE
29**

VISIT ALL THREE AND BE ENTERED IN A DRAWING FOR A \$100 GIFT CARD!



Marketing Samples

THE MEGA OPEN HOUSE

Three Open Houses; One Special Day



19 Perkins Farm Road, Waterford

This exceptional "million dollar plus" home features 4+ bedrooms, 3.2 baths, extraordinary custom kitchen, spectacular lower level w/separate entry & kitchenette, huge deck, pool and yard. This is a great investment in a desirable neighborhood for a fraction of its original cost! Learn more at: www.19perkinsfarmrd.com

15 Perkins Farm Road, Waterford

Pristine Nantucket Cottage Style Colonial offers dramatic open floor plan, custom molding, vaulted/tray ceilings, first floor MBR suite with second floor MBR/teen/au pair or bonus room w/ bath. Chef's kitchen with 6 burner gas range. All this in desired Great Neck Area. Learn more at: www.15perkinsfarm.com



140 Great Neck Road, Waterford



Inspired by a traditional farmhouse design, this custom home provides the warmth and charm of an American classic with all the modern conveniences. It has 4 bedrooms, 3.2 baths, and master suite with fireplace, walk-in closet and sumptuous full bath. Learn more at: www.140greatneckrd.com

If you are currently working with a Realtor, this piece is not intended as a solicitation.

RE/MAX on the Bay

The Bowes Team

www.bowesteam.com
860.739.0888



facebook.com/
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Each office independently owned and operated.

Bud's Email:

budbowes@remax.net

Sue's Email:

suebowes@remax.net

Read what our clients are saying about us at
www.zillow.com/profile/Bowes-TeamReviews



RE/MAX on the Bay

61 Pennsylvania Avenue
Niantic, CT 06357

Memory Jogger



What are the names of the members of your family?
What are the names of your spouse's family?
What are the names of your "extended" family?
What is the name of your best friend?
What is the name of your spouse's best friend?
What are the names of your very close friends?
What are the names of your spouse's very close friends?
What are the names of your spouse's very close friends?
What are the names of your children's friends' parents?
What are your children's teachers' names?
What are your children's coaches' names?
What are your children's school principals' names?
What are your children's dentists' names?
What are your children's doctors' names?
What is your children's optometrist's name?
Who cuts your children's hair?
Who sells your children's clothes?
Who is your children's school bus driver?
Who is your children's Sunday school teacher?
Who cuts your hair?
Who does your dry cleaning?
Who does your manicures, pedicures, facials?
Who do you purchase gasoline from?
Who services your cars?
Who do you buy tires from?
Who sold you your current car?
Who have you purchased cars from in the past?
Who cleans your cars?
Who is your mailman?
Who do you know at your church/place of worship?
Who do you see in the convenience store you most often go to?
Who is the checker you usually go to in your grocery store?
Who is your pharmacist?
Who are your doctors?



Memory Jogger

Who are your spouse's doctors?
Who is your Pastor, Minister, Priest, Bishop, or Rabbi?
Who owes you money?
What is the name of your favorite teller at the bank?
Who do you borrow money from at the bank?
Who is your stock broker?
Who is your financial planner?
Who prepares your taxes?
Who does your accounting?
Who is your veterinarian?
Who grooms your pets?
Who takes care of your pets when you are out of town?
Who did you get your pets from?
Who have you given your pet's babies to?
Who owns your favorite restaurant?
Who waits on you most frequently at your favorite restaurant?
What is the name of your favorite bartender?
Who do you routinely see at your favorite night club?
Who do you know on a first name basis at your country club?
Who do you play golf with?
Who do you ski with?
Who do you talk to in your health club?
Who do you play racquetball with?
Who do you play tennis with?
Who do you see at your children's sporting events?
Who do you go to concerts with?
Who do you go to the movies with?
Who do you go to plays, theaters, galleries or museums with?
Where do you go for breakfast and who do you talk to?
Who is your attorney?
Who would you call if you had an air-conditioning problem?
Who is your pest control person?
Who would you call to fix your roof?
Who would you call if you had an electrical problem?

Memory Jogger



Who picks up your trash?
Who is your overnight delivery person?
Who mows your lawn / shovels your snow?
Who does your landscaping?
Who built your house?
Who is your landlord?
What is the name of the insurance agent who insured your home?
What is the name of the insurance agent who sold you life insurance?
What is the name of the insurance agent who holds your health insurance?
What is the name of the insurance agent who handles your car insurance?
Who do you buy your clothes from?
Who is your tailor / seamstress / dressmaker?
Who do you buy make-up / cosmetics from?
Who did you buy your computer from?
Who fixes your computer?
Who fixes other small appliances?
Who is your travel agent?
Who is your printer?
Who did you receive holiday cards from last year?
Who did you send holiday cards to last year?
Who changes your oil?
Who do you buy furniture from?
Who repairs or upholsters your furniture?
Who do you buy arts and crafts from?
Who do you buy office supplies from?
Who do you see at your office building?
Who do you buy your liquor from?
Who do you buy meat from?
Who do you buy seafood from?
Who do you buy hardware from?
Who do you know in law enforcement?
Who do you know in politics?
Who have you done business with in the past?



Memory Jogger

Who do you know at service organization meetings?
(Optimists, Lions Club, Rotary, etc.)
Who do you know from fraternal organizations? (Elks, VFW, Mason, etc.)
Who do you know from a social organization you are a member of?
Who do you know from trade or industry groups that you belong to?
Who do you buy carpet, drapes, and appliances from?
Who are your old high school classmates who are still around?
Who are your old coaches that are still around?
Who are your old teachers that are still around?
Who are your old school principals that are still around?
Who are your old college fraternity / sorority / brothers / sisters who are still around?
Who are your old college buddies that are still around?
Who are your old military friends that are still around?
Who is your florist?
Who do you rent DVDs from?
Who did you invite to your wedding?
Who are your neighbors?
Who did you buy your boat from?
Who did you buy your motorcycle from?
Who did you buy your motor-home/camper from?
Who is your jeweler?
Who repairs your jewelry?
Who is your photographer?
Where do you get your pictures developed?
Who do you buy your electronics from?
Who do you know in your homeowners' association?
What are the names of your co-workers from your previous jobs?
What are the names of your previous neighbors?
Who do you know from the day-care center?
What are the names of your spouse's past neighbors?
What are the names of your parents' best friends?
What are the names of your spouse's co-workers?

Memory Jogger



Who do you buy advertising from?

Who are the suppliers and vendors who come to your work place?

Who is currently trying to sell you something?

Who made your will / living trust?

Who married you?

Who delivers your water?

Who do you buy shoes from?

Who maintains your safety and security systems?

Who are your bowling buddies?

Who do you play cards with?

Who handles your communications equipment?

Who would lend you \$100.00 with a phone call?

These questions are designed to jog your memory!



Notes





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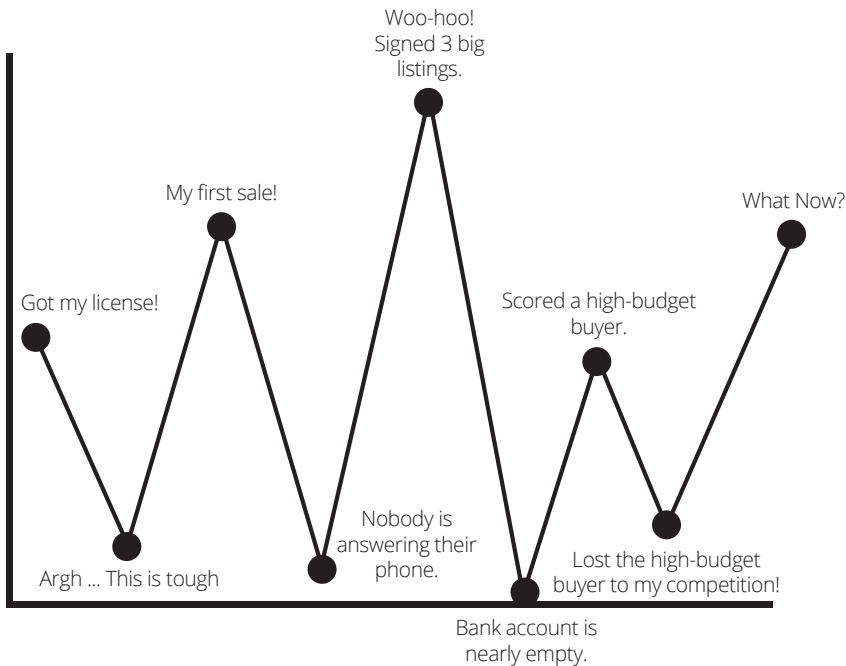




Notes



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