



BHHS GEORGIA LISTING BLITZ

AUGUST 1 - SEPTEMBER 30, 2022

BERKSHIRE HATHAWAY | Georgia Properties
HomeServices



Presenting Offers & Negotiations

AGENDA

- Managing Client Expectations
- Value Proposition
- Competitive Strategies/ Multiple Offers
- Strategic Counteroffers
- Negotiation Tactics
- Objection Handling
- Essential Partner Advantages



BHHS GEORGIA LISTING BLITZ

AUGUST 1 - SEPTEMBER 30, 2022

Managing Client Expectations

- Power of a Consultation
- Educate
 - Market Conditions – Share Stats & Facts
 - Recent Activity – Comparative Market Analysis
 - Pricing Knowledge
 - Pricing Strategies
- Contingencies and Timelines

Listing Consultation Worksheet

After the Property Walk-Through:

1. How many properties have you sold? _____ Last time you sold a home? _____

How did that go for you?: _____

Tell me about your experiences with your last transaction? What did you like about the process, what would you like to change:

If you could wave a magic wand, and have this sale go just the way you want it, what would that look like?

2. Review - Reasons for selling? (If moving out of town, offer help with a Realtor referral.)

3. Review- Where are you going? _____

Calendar:

4. When would you like to be there? (Put dates on a calendar)

Move in Date to new house? _____ Closing Date on this house? _____

Under Contract date? _____ 1st Day On The Market? _____

5. Do you have any other properties you need to sell? _____ Would you like help? _____

Qualify the House: (Applies only if deficiencies exist that affect the value of the property.)

6. Do you want to price your house in its' current condition, or with (improvements) eg new carpet: _____?

7. Have you had a chance to review the package of information I dropped off? _____

8. Do you have any questions regarding the package? _____

9. Based on the information in the package, do you feel we are qualified to market your home?

Would you like me to handle the sale for you? _____

What are the key things you feel like you need to know in order to move forward with selling your home?

Is there anything else?

_____ Anything else?

We will make sure to cover all these questions before we're done here today.

You know, one of three things will happen here:

1. After we've answered your questions, you may decide to hire me.
2. You may decide I'm not the right fit for you, and may choose not to hire us.
3. If I feel I can't help you achieve your objectives, I have the responsibility to tell you that and not take your listing. It would not be right for me to take your listing knowing down deep inside that I can't help you.

Shall we proceed and see where we are?

Pricing:

10. My mission is to get you to _____ on time. Would you like to see your odds?

Show: The Pond, Odds of Selling, Buying Patterns, Scattergram

11. Are you willing to sell your home at fair market value? _____

Fair market value is determined by what buyers are willing to pay *given their choices*, and what sellers are willing to sell for, given their choices and the competition.

Buyers compare properties based on:

A) Location. B) Price C) Style/Size D) Condition, Features and Amenities

12. Based on current market conditions where do you think you should price your home in order to get you to _____ on time.

13. Do you think that price will get you there on time? If not, what's your plan B?

14. If we get to _____ and your house isn't sold, what will you do?

15. If we got a contract on your house for _____ today, what would you do?

16. If we find a buyer for your house in the next 72 hours, are you going to be okay with that? _____ What if it's the first person who looks at your house? _____

Ninja Selling Listing Consultation Process



BHHS GEORGIA LISTING BLITZ

AUGUST 1 - SEPTEMBER 30, 2022

ILLUSTRATE YOUR VALUE



***Earn Your Professional Services Fee
and Stand Up For It***

- Understand Their Needs
- Represent Their Best Interest/ Trustworthiness
- Competitive Pricing Experience/ Market Knowledge
- Focused, Intentional Approach
- Timely Communication & Availability
- Large Network of Agent Influence
- Strategic Negotiations
- Professional Photography & Merchandising Strategy
- Ability to Navigate a Complex Market
- Show Your Relationship – NOT the Inventory
- Manage the Process from Sale to Close
- Globally Respected Brand & Industry Leading Partners



LISTING AGENT SCRIPT - REDUCE LISTING COMMISSION

I appreciate why you would be asking me to lower my commission. The commission is a very important element and I want to address it properly. My business philosophy is to provide the best service possible. To reduce my fee would require me to skimp on those services, and in my opinion, that would harm your sale more than the savings you might experience from a fee reduction. With any professional service, there is a range of value as well as a range of fees. In the absence of value, all someone has to offer is price. If you look only at the fee, you are missing an important part of the cost/ benefit relationship. You must also look at the benefit to you in terms of quality service, marketing exposure, market time, increased sales price, leading industry partners, and less inconvenience during the transaction.

Let me ask you a question...would you consider your home your largest financial asset? *(yes)*
So, wouldn't it make sense to hire the best to help best protect your investment? Do you feel my high-level of services would provide you with beneficial results?

Earn Your Professional Services Fee and Stand Up For It



Strategies for Presenting Offers & Counteroffers

- **TEMPORARY OCCUPANCY FOR SELLER**
- **HIGHER EARNEST MONEY – WIRE VS. ACH**
- **OPTION MONEY**
- **SHORTER DUE DILIGENCE**
- **RIGHT TO REQUEST REPAIRS VS. DUE DILIGENCE**
- **LIMITED FINANCING AND APPRAISAL CONTINGENCIES**
- **FULL UNDERWRITING PRE-OFFER THROUGH PROSPERITY'S "BUYER'S ADVANTAGE PROGRAM"**
- **MULTIPLE OFFER SCENARIOS – ENCOURAGE BACK UP OFFERS**
- **HOME WARRANTY THROUGH HSA**
- **SELLER SALE CONTINGENCY**

Contingency For Seller Contracting on New Property.

This Exhibit is part of the Agreement with an Offer Date of _____ for the purchase and sale of that certain Property known as: _____, _____.

1. Seller warrants that Seller is currently actively looking for real estate to purchase for Seller's new home ("New Property") and that Seller will proceed in good faith to identify and negotiate for the purchase of New Property during the New Property Contingency Period (as that term is defined below).

2. The Agreement is contingent upon Seller entering into a written contract (including an option contract) to purchase New Property on or before _____ ("New Property Contingency Period"). Seller shall notify Buyer immediately in the event Seller enters into a written contract (including an option contract) to purchase New Property. Upon such notice this Exhibit shall be of no further force or effect. Additionally, Seller may waive this contingency at any time prior to the end of the New property Contingency Period by providing written notice of such wavier to Buyer. Upon such notice this Exhibit shall be of no further force or effect.

3. In the event that the New Property Contingency Period ends without Seller having entered into a written contract to purchase New Property then Seller may, at Seller's election, terminate the Agreement by giving written notice to Buyer and paying Buyer a termination fee of \$_____. In such event, all earnest money shall be returned to Buyer. If Seller does not provide written notice of termination within three (3) days of the end of the New Property Contingency Period then Seller's right to terminate due to Seller's failure to enter into a written contract to purchase New Property shall expire and this Exhibit shall be of no further force or effect.

4. So long as this Exhibit remains in effect, Buyer may terminate the Agreement by providing written notice to Seller and paying Seller a termination fee of \$_____, provided that such notice is given not sooner than ____ days from the Binding Agreement Date and not later than the end of the New Property Contingency Period.

_____ Seller	_____ Date
_____ Seller	_____ Date
_____ Buyer	_____ Date
_____ Buyer	_____ Date

Contingency for SELLER Contracting on New Property

Multiple Offer Spreadsheet

*Template located on Agent Hub/ LEARN/ Sellers Market

Offers: 123 Anywhere Street

Town, State Zip

	OFFER 1	OFFER 2	OFFER 3	OFFER 4	OFFER 5
Buyers Last Name	Walker				
Buyers Agent Name	Mike Williams w/ Best				
FINANCIAL TERMS					
Initial Contract Price	\$300,000	\$500,000	\$300,000	\$300,000	\$300,000
Escalation/MAX OFFER	\$2,000 over up to \$690,000				
Earnest Money	\$10,000				
Seller Concessions	\$3,500	\$3,555	\$3,555	\$3,555	\$3,555
Down Payment	\$22,000				
Loan Amount	\$278,000	\$500,000	\$300,000	\$300,000	\$300,000
Loan Type (Conv., FHA, VA, etc.)					
Lender Letter Received (yes/no)					
Option Money - Toward Purchase Price (Y/N)					
DATES AND DEADLINES					
Inspection & Due Diligence	Mon, May 25, 2020				
Appraisal	Tue, Jun 30, 2020				
Loan Contingency Expiration Date	Sat, Jul 4, 2020				
Closing Date	Sat, Aug 1, 2020				
Possession Date/Time	Sat, Aug 1, 2020 5:00 PM				
Offer Response Deadline Date/Time	Thu, May 21, 2020				
Other Deadline					
HOME SALE CONTINGENCY					
Buyer must sell to close?	Yes				
If yes, is the home under contract?	Yes				
OTHER CONSIDERATIONS					
Buyer Will Occupy	No				
Inclusions Beyond Standard	Fire pit, washer, dryer				
HOA Transfer Fees Paid By (Buyer/Seller)	Buyer Pays				
Other Seller Expenses (Extend Title, etc.)	\$200	\$100	\$100	\$100	\$100
Home Warranty Coverage offered by Buyer					
NET OFFER*	\$296,300	\$496,345	\$296,345	\$296,345	\$296,345
NET OFFER WITH ESCALATION**	\$686,500				
Other notes	Spoke to buyers lender, they have a full credit report and have verified income. Loan has been through pre-underwriting.				

Lender - Second Opinion (Y/N)

*Net Offer does NOT include all closing costs. This worksheet is designed to help compare the merits of each offer before doing a more detailed estimate of closing costs. This work sheet uses some generalizations and estimates. Each complete offer presented as attachments to this summary.

**Escalation may either be based on max potential, or it may be based on an amount above other actual offers in this comparison.

NOTICE TO SELLERS: REVIEW OF THIS SPREADSHEET COMPARISON IS NOT A SUBSTITUTE FOR A THOROUGH REVIEW OF EACH CONTRACT/OFFER TO PURCHASE PRESENTED TO YOU. SELLERS SHOULD CAREFULLY REVIEW ALL THE TERMS AND PROVISIONS OF EACH CONTRACT/OFFER IN ORDER TO FULLY UNDERSTAND AND FULLY COMPARE THE CONTRACTS/OFFERS RECEIVED.

Client Services

Rumble 2022

New! REV Learn Center

Sherri Johnson Academy

Business Plans

David Knox

David Knox - SSO

Office 365

DNC, Do Not Call

LISTING BLITZ

Listing Blitz

RealScout

Listing Alert & Feedback System

SOAR

SOAR

ELEVATE

Elevate

SPACIO CLAIM EMAIL

Spacio Info & Claim Email (New Agents)

zipFORM Plus

ZipFormPlus Information

QBC - Qualifying Broker Corner

QBC - Qualifying Broker Corner

CLASSROOM TRAINING

Classroom Training

VIRTUAL TRAINING

Virtual Training

DESIGNSTUDIO

Design Studio (direct)

PRESENT

Online Presentation and CMA

TITRIVE

Set appointment and get more listings.

FORMS

Working With PDF Form Files - Best Practices

PATHWAY TO SUCCESS GUIDE

Pathway To Success

MULTI-OFFER

Sellers Market

FORM

LEAP Application

REAL ESTATE VOICE RECAP

Real Estate Voice Recap

DOCUMENT

Check Your GREC Account

SELLERS MARKET

FORM

Special Stipulations in a Sellers Market

FORM

Disclosure to Buyers in a Sellers Market

FORM

Multi Offer Worksheet (May 2021)

FORM

Lease Multi Offer Worksheet (May 2021)

AGENT TOOLS

App Exchange Partners

MARKETING

Marketing Resources

LEARN

ACT/DEI COUNCIL

*Templates located on Agent Hub/ LEARN/ Sellers Market



BHHS GEORGIA LISTING BLITZ

AUGUST 1 - SEPTEMBER 30, 2022



Loan origination – lower
than average market

Higher Close Rate

Competitive Products &
Offerings



GAR Attorneys

Risk Management

Proprietary, Secure Online
Platform

Geographically Convenient



Competitive Rates

14 Different Carriers

Customer Service Center –
Complimentary
Annual Premium Assessment



Home Equity
Protection

Out-of-Pocket Expense
Reduction

Reliable, Quick Service
Professionals



BHHS GEORGIA LISTING BLITZ

AUGUST 1 - SEPTEMBER 30, 2022



Tina Grady
Mortgage Consultant

PROSPERITY
HOME MORTGAGE, LLC®



Selling a Home?

Our Closing Guarantee Stands Out!



Tell buyers about our \$10,000 Closing Guarantee!

When buyers close with Prosperity Home Mortgage, LLC, we guarantee an on-time closing, or **we will pay \$10,000 to the seller!**¹ **That can make a purchase offer really stand out!** Home buyers must participate in Prosperity **Buyer Advantage**® and meet all loan program conditions.² *Some restrictions apply.*

1. Some restrictions apply. The Closing Guarantee is only available on **Buyer Advantage**®-designated, conventional, FHA and VA loans approved by Prosperity Home Mortgage, LLC, in writing prior to execution of fully ratified sales contract. Some jumbo loan programs may be eligible. Brokered jumbo loans are NOT eligible, and any jumbo loan programs requiring investor approval prior to approval by Prosperity Home Mortgage, LLC, are NOT eligible. The Closing Guarantee is NOT available on renovation loan products, loans for the purchase of cooperative housing units, or loans involving any sort of bond, down payment assistance mortgage credit certificate, or any other municipal or housing authority program. For conventional loans, Federal Housing Administration (FHA) loans, and Veterans Affairs (VA) loans, an acceptable appraisal must be received and approved by Prosperity at least 10 business days prior to closing or loan is not eligible for Guarantee. The Commitment Agreement has an expiration date. The Loan must close on or before the expiration date contained in the Commitment Agreement, unless the Borrower(s) qualifies for and is approved for an extension in writing. The Commitment Agreement issued to the Borrower(s) contains conditions that must be satisfied at least 3 business days prior to closing. Subject to acceptable appraisal of property value at or above contract sales price. The Closing Guarantee is subject to the satisfaction by the Borrower(s) of all Loan conditions identified in the Commitment Agreement as determined by and in the sole discretion of Prosperity. The Closing Guarantee is not valid if either Borrower(s) or Seller terminate the purchase contract or otherwise choose not to consummate the transaction for any reason whatsoever. The Closing Guarantee is invalid if there is a substantial change in the Borrower(s)' financial condition or to the terms of either the Loan or the purchase contract between Borrower(s) and Seller.

The Closing Guarantee is void in the event closing is delayed or cancelled as a direct or indirect result of COVID-19. This offer is void where prohibited and is non-transferable, subject to the terms herein, and valid on all complete applications received on or before 09/30/2022.

2. **Buyer Advantage**® is not a final loan approval. A Commitment (letter) is based on information and documentation provided by the borrower(s) and a review of the borrower(s) credit report. The interest rate and type of mortgage used to approve borrowers for a specified loan amount is subject to change, which may also change the terms of approval. If the interest rate used for credit approval has changed, the borrower(s) may need to re-qualify. Information provided by the borrower(s) is subject to review and all other loan conditions must be met. After the borrower(s) have chosen a property and the purchase offer has been accepted, final loan approval will be contingent upon obtaining an acceptable appraisal and title commitment. Additional documentation may be required. Not all borrowers will qualify.

Contact me to learn more about our \$10,000 Closing Guarantee!



Tina Grady
Mortgage Consultant
NMLS ID: 459684
Office: 404-455-1672
Cell: 404-455-1672
tina.grady@phmlloans.com
tinagrady.phmlloans.com

PROSPERITY
HOME MORTGAGE, LLC®

4651 Sandy Plains Rd Ste 100
Roswell, GA 30075

On-Time Closing Guarantee



All first mortgage products are provided by Prosperity Home Mortgage, LLC, (877) 275-1763. Prosperity Home Mortgage, LLC products may not be available in all areas. Not all borrowers will qualify. Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act, Licensed by the Delaware State Bank Commissioner, Massachusetts Mortgage Lender License ML 25164, Licensed by the NJ Department of Banking and Insurance, Also licensed in AK, AL, AR, AZ, CO, CT, DC, FL, GA, IL, IN, KS, KY, LA, MD, ME, MI, MN, MO, MS, MT, NE, NC, ND, NH, NM, NV, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, VT, WA, WI, WV and WY. NMLS # 475164 (NMLS Consumer Access at <http://www.nmlsconsumeraccess.org>) ©2022 Prosperity Home Mortgage, LLC. All Rights Reserved.



Prosperity Home Mortgage 5-5 Closing Guarantee

Loan Number: 123456789 Issue Date: _____

Borrower(s) Name: Your Buyer Seller(s) Name: Your Seller

Property Address: Your Sellers Address

Prosperity Closing Guarantee Issued to:

Your Seller
("Seller")

Your Buyer

("Buyer")

Prosperity Home Mortgage, LLC ("Prosperity") has reviewed the Borrower's loan application** and provides this PROSPERITY CLOSING GUARANTEE to close Loan Number 1002603293_ (the "Loan") pursuant to the Commitment Agreement issued to the Borrower(s) on August 2, 2022 (the "Commitment Agreement").

Provided all conditions contained in the Commitment Agreement are satisfied and, in the event Prosperity is unable to close the Loan, Prosperity will pay the Seller \$5,000.00 and the Buyer \$5,000.00, for a total guarantee of

\$10,000.00**



Prosperity Home Mortgage, LLC

Authorized Signature

*Application must be made on September 22nd, 2022 through November 24th, 2022 and must close by December 31st, 2022.

** Prosperity Closing Guarantee is only available on Prosperity Express-designated, Conventional, FHA and VA loans approved by Prosperity Home Mortgage, LLC in writing. Loans have to have a full initial underwriting Commitment Agreement to qualify for promotion, suspended files will not be eligible. The Commitment Agreement has an expiration date. The Loan must close on or before the expiration date contained in the Commitment Agreement, unless the Borrower(s) qualifies for and is approved for an extension in writing. The Commitment Agreement issued to the Borrower(s) contains conditions that must be satisfied prior to closing. Subject to acceptable appraisal of property value at or above contract sales price. This Prosperity Closing Guarantee is subject to the satisfaction by the Borrower(s) of all Loan conditions identified in the Commitment Agreement as determined by and in the sole discretion of Prosperity. The Guarantee is not valid if either Borrower(s) or Seller terminate the purchase contract or otherwise choose not to consummate the transaction for any reason whatsoever. The Prosperity Closing Guarantee is invalid if there is a substantial change in the Borrower(s)' financial condition or to the terms of either the Loan or the purchase contract between Borrower(s) and Seller. Prosperity Closing Guarantee is NOT applicable on renovation loan products, loans for the purchase of cooperative housing units, or loans involving any sort of bond, down payment assistance mortgage credit certificate, or any other municipal or housing authority program. For loans from Veterans Affairs (VA loans), acceptable appraisal must be received and approved by Prosperity at least 10 business days prior to closing or loan is not eligible for Guarantee. Loans with ratified contracts that have specified closing dates less than 28 days from ratification date are not eligible for Guarantee nor closing cost credit. Prosperity Home Mortgage promotions cannot be combined.

All first mortgage products are provided by Prosperity Home Mortgage, LLC. (877) 275-1762. Prosperity Home Mortgage, LLC products may not be available in all areas. Not all borrowers will qualify. Licensed by the Delaware State Bank Commissioner. Massachusetts Mortgage Lender License ML75164. Licensed by the NJ Department of Banking and Insurance. Also licensed in AK, AL, AR, AZ, CA, CO, CT, DC, FL, GA, ID, IL, IN, KS, KY, LA, MD, ME, MI, MN, MO, MS, MT, NC, ND, NE, NH, NM, NV, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, VT, WA, WI, WV and WY. NMLS# 75164 (NMLS Consumer Access at <http://www.nmlsconsumeraccess.org/>) ©2021 Prosperity Home Mortgage, LLC. All Rights Reserved. (09/21) #1930



Closing Guarantee Certificate

The Prosperity Buyer Advantage®



What are the benefits?

Complimentary

Choosing to participate costs home buyers nothing additional.

Distinguished

A Commitment Letter can set a home buyer's purchase offer apart from other offers a seller may be considering.

Smooth

With much of the home financing process completed up-front, additional requirements or conditions can be identified to help prevent last-minute issues.

Flexible

Home buyers may have the option of being more flexible with their closing date and also help ensure an on-time closing.

¹ **Buyer Advantage®** is not a final loan approval. A Commitment Letter is based on information and documentation provided by you and a review of your credit report. The interest rate and type of mortgage used to approve you for a specified loan amount is subject to change, which may also change the terms of approval. If the interest rate used for credit approval has changed, you may need to re-qualify. Information provided by you is subject to review and all other loan conditions must be met. After you have chosen a home and your offer has been accepted, final loan approval will be contingent upon obtaining an acceptable appraisal and title commitment. Additional documentation may be required.



Stand out in today's market. **Ask for the Prosperity Buyer Advantage®!**



Tina Grady
Mortgage Consultant
NMLSR ID: 459684
Office: 404-455-1672
Cell: 404-455-1672
tina.grady@phmlans.com
tinagrady.phmlans.com

PROSPERITY
HOME MORTGAGE, LLC®

4651 Sandy Plains Rd Ste 100
Roswell, GA 30075

Buyer's Advantage Program



All first mortgage products are provided by Prosperity Home Mortgage, LLC, (877) 225-1762. Prosperity Home Mortgage, LLC products may not be available in all areas. Not all borrowers will qualify. Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act. Licensed by the Delaware State Bank Commissioner. Massachusetts Mortgage Lender License ME.75164. Licensed by the NJ Department of Banking and Insurance. Also licensed in AK, AL, AR, AZ, CO, CT, DE, FL, GA, ID, IL, IN, KS, KY, LA, MD, ME, MI, MN, MO, MS, MT, NE, NC, ND, NH, NM, NV, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, VT, WA, WI, WY and WY. NMLS #75164 (NMLS Consumer Access at <http://www.nmlsconsumeraccess.org/>) ©2022 Prosperity Home Mortgage, LLC. All Rights Reserved.



BHHS GEORGIA LISTING BLITZ

AUGUST 1 - SEPTEMBER 30, 2022



Tammy Skinner
Managing Attorney



EXHIBIT TO EXCLUSIVE SELLER BROKERAGE ENGAGEMENT AGREEMENT

Date: _____ Property: _____

At Berkshire Hathaway HomeServices Georgia Properties (Broker), HomeServices is our middle name, and we strive to provide an all-inclusive real estate experience with our preferred business partners. Our partners include Prosperity Home Mortgage, Weissman PC, HomeServices Insurance and HSA Home Warranty. By working in collaboration with these business partners, Broker can properly escalate any unexpected issues that may otherwise delay closing.

Most applicable to sellers are the services provided by Weissman PC and HSA Home Warranty.

1. CLOSING ATTORNEY

In residential closing transactions, the buyer typically selects the closing attorney, however, this can be negotiated between the parties. We suggest adding a note in the multiple listing service private remarks that seller prefers Weissman PC be the closing attorney in the sale of the Property.

☐ Seller consents to identifying Weissman PC as the seller's preferred law firm to close the sale of the Property.

2. WARRANTY

Seller agrees to purchase the HSA Home Warranty for which funds will be collected at closing and is available at a cost of:

Please Choose One*	Single Family	Condo
<input type="checkbox"/> Basic coverage	\$495	\$455
<input type="checkbox"/> Basic & Sellers HVAC	\$555	\$515
<input type="checkbox"/> 7 Star Upgrade	\$644	\$604
<input type="checkbox"/> 7 Star Upgrade & Sellers HVAC	\$704	\$664

*Please see the HSA Brochure for further information

If Seller does not select an option above for closing attorney or warranty, then Seller is presumed to decline that option.

By signing this exhibit, all parties have read, understand, and agree to all services selected above.

Seller Signature: _____ (Date)

Seller Signature: _____ (Date)

|

Exclusive Seller Listing Agreement Exhibit – Seller Consent

Available October 3rd
Remine
GAMLS Transaction Desk
ZipForms



BHHS GEORGIA LISTING BLITZ

AUGUST 1 - SEPTEMBER 30, 2022

Q & A