

The Jennifer Jones Team Master Script Manual



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Fact Finding Questions

The Basics:

- Where are you living now?
- Why are you looking in this area?
- Do you have any friends or family nearby?
- Do you commute to work?
- What influenced your decision to move?
- Are you only looking in this area? May I ask why?
- What is your price range? (How much are you willing to spend on your next property?)
- Is this a primary residence for you?
- Where are you moving from?

More Detail:

- Would you like to be in close proximity to the lake or beach, or would you prefer a waterfront?
- Are you looking for a bungalow only?
- How about the lot size? Does it have to be a private lot?
- How many bedrooms and bathrooms are you considering?
- Do you need a garage?
- How many square feet would you ideally like your house to be?
- Would you have to sell a house to make this move?
- How many bedrooms? Oh wow big house!(If they say more than three), do you have a big family?
- Would you need a home office?
- Are there any deal-breakers in terms of amenities? Ie do you want a large yard, a pool, a finished basement?

Even More Detail:

- Do schools play an important role in your decision? If so, what kind of school are you interested in?
- Are you looking in the area with town services, or are you OK with well and septic?
- Do you need a fully functioning basement?
- Is the age of the house important?
- What are you looking for in a home that you don't have now?
- Who would be living with you? (Spouses, partners, children, parents, pets)
- Do you own any other properties?
- What's your 5 or 10 year plan? Do you plan to live in this house for a long time? (This helps us determine whether we need to focus on details that increase resale value ie location, # of bedrooms, heat source)

Quick Objections Handling Tips

Lead: Sorry I Am Busy!!

Agent: No worries! What is a better time to reach you at?

Lead: Evening.

Agent: Awesome! Why don't I give you a call this evening then? Is this the best number to reach you at?

Lead: Yes.

Agent: Amazing. I'll call you at 6pm. Have a great day!

—

Lead: I Can't Talk.

Agent: No problem. Is there a better time to call you or would you prefer text?

Lead: Yes.

Agent: Ok awesome. I'll text you right now!

—

Lead: Click *Hung Up*

Agent: * Call back*

Lead: * Goes to Voicemail*

Agent: "Hi it's _____, I think we got disconnected I was following up..." and/or send a text!

—

Buyer: Let Me Talk To My Spouse And Get Back To You.

Agent: I understand. Other than wanting to speak with your spouse, is there any other reason that you wouldn't set an appointment with me today?

Buyer: No

Agent: Let me ask, if it's OK with your spouse to meet with me, is it OK with you?

Buyer: Yes

Agent: Perfect. Let's *book an appointment* for a time that you think will work for your spouse and I'll call you tonight to make sure it works for him/her. If so, great! If not, we can simply reschedule the appointment. So, what do you think will work best for your spouse? Weekdays or Weekends?

Buyer: Weekdays

Agent: Time?????

Buyer: ?????

Agent: Awesome, let's plan for _____, do you prefer text, email or phone call to confirm?

—

When in doubt, *repeat* what they say, *agree* with what they say, and then say *what you want to say*!

Top 5 Scripts:

Prospecting: Online Lead/CINC Script

Buyer: Don't Need A Pre-Approval Script

Buyer: Not A Good Time To Buy Script

Seller: Not A Good Time To List Script

Seller: Overpriced Listing Script

Prospecting: Online Lead/CINC Script

Agent: Hi, it's (Name) with the home search site, I know you were online looking at some homes in the Lake Simcoe area. Are you looking to make a move in the next three to six months, or ***just browsing?***

Lead: I'm just browsing

Agent: Perfect! That's exactly what the site is for! Was there something specific that prompted the browsing?

Lead: (Response)

Agent: Ok great, would you have to sell a property to make this purchase?

Lead: (Response)

Agent: Use this time to ask discovery 'What' and 'Why' questions learning more *MIN 3 QUESTIONS*...

Where do you live now?

Why are you looking in the area?

Do you have friends or family nearby?

Do you commute to work?

Why did you decide it was time to move?

Agent: Awesome, and how have you been searching for homes?

Lead: Response (Realtor.ca, zolo, newspaper, agent etc.)

Agent: The thing is, Realtor.ca and other sites like that can be 24 - 48 hours *behind*. By the time you see them on those sites they are sometimes already sold.

What *I* can do for *you* is send you a daily list of all the properties that match *exactly* what *you're* looking for. It will send you photos, taxes and all the information just like *I* get as a realtor. It will *only* send you what is new to the market or has recently had a price reduction. And the nice thing about *my* search is that it also comes with power of sales, estate sales and other great deals. Is that something of interest?

Lead: Sure

Agent: Great! All we really need to do now is go over your exact wants and needs and we can do that best at my office, or your home if you would prefer. I have days, evenings, or weekends, what works for you?

Lead: Can't you just ask me those questions now?

Agent: Yes, the thing is, it will be a lot more effective if we can get together; we can go over the area guides, buyers guide and other material to really have a better understanding of what exactly you are

looking for, so I am not wasting *your* time sending you properties that won't match *your* needs. I do have days, evenings, or weekends, does one work better for you?

Lead: Response

Agent: – Terrific, how's _____?

Lead: Response

Agent: Ok, great, can we just confirm I have the right spelling of your name is it _____, phone number is _____ and email _____,

Lead: Response

Agent: Awesome! I look forward to seeing you then and I will reach out the day before just to confirm. Is text, email, or phone best to communicate?

Buyer: Don't Need a Pre-Approval Script

Agent: I can understand wanting to wait to go through the process until you have found the home you want to buy. And in a different market, we may be able to get away with that. Did you know it can take five to ten business days to get a mortgage pre-approval from the bank?

Buyer: No

Agent: Yes, and that's assuming you have all your tax documents organized! So let's say we found that perfect home tomorrow and we submit an offer. We might not be the only offer, right?

Buyer: No. Probably not.

Agent: So, two offers are submitted for the same price. The first offer had no conditions. The second offer, our offer, is for the same price, but because we haven't spoken with a mortgage broker yet it has a five business day finance condition. If you were the seller, which offer would you accept? Cash today... or take a chance that the Buyer can qualify next week?

Buyer: The cash offer

Agent: Right, so being pre-approved for your financing essentially turns you into that cash Buyer, which will improve your offer, and save you money, as sellers will likely want **more** money to tie up their home for a week... Even if we don't end up in multiples, knowing what you're approved for can avoid the disappointment of finding the perfect home, only to later discover we can't secure the financing. Does that make sense?

Buyer: Yes

Agent: Ok awesome. While we are talking about it... would it be OK with you if I helped you save money on your mortgage?

Buyer: Yes

Agent: Fantastic, I can send you over three amazing brokers we work with. These lenders have consistently beat the competition on closing costs and interest rates. And let's face it, even a quarter percent difference in interest rate could cost you thousands of dollars on a 30-year mortgage.

Buyer: Awesome thanks!

Buyer: Not a Good Time to Buy Script

Buyer: I am concerned about the market and I want to wait and see...

Agent: Ok, I can appreciate that. Other than your concern about the market, is there any other reason you wouldn't want to buy a house right now?

Buyer: No that's it...

Agent: Ok perfect. Can I share with you the three main reasons why I believe buying right now is a good idea?

Buyer: Yes....

Agent: Ok, so we have three key things (Use your hands to count them)... Supply. We have been on a downward trend of listings for several years.

Buyer: But I keep seeing more houses come up?

Agent: Yes, however this is a temporary increase of sellers trying to cash in on the higher prices.

Demand. We have the largest buying group trying to get into the real estate market while competing against a growing population and 400,000 new immigrants each year. So less listings **and** more buyers.

And, Cost: We still have low interest rates... So you will pay less monthly, and build equity faster!

Buyer: Hmm, I didn't know that!

Agent: Listen, there are a million reasons to buy a home; save on rent, pride of ownership, build wealth etc...**You** have already decided you want to buy a house... we just want to assure you that the time to buy is now!

Buyer: That is interesting, but everything went way up the last couple of years?

Agent: You're right, they did go up with **lifestyle** changes that people have made. And right now, there is a temporary dip caused by reactions to the headlines we are seeing (gas, interest, wars, etc.), so it is actually a window of opportunity!

Buyer: Ok, that makes sense.

Agent: Home prices have been in an upward trajectory since the 1970s, there are ebbs and flows, that's how it has always gone. It will recover. With no foreseeable changes to population or supply, do you think it would make sense to buy now, before prices go **back** up **and** start building equity and enjoying your home?

Buyer: Yes... lets buy right now...

Seller: Not a Good Time to List Script

Agent: (Name) Now that it's summer, and everything has opened back up, do you think that people like to just go out and look at lots of houses the way they were before?

Seller: No, probably not.

Agent: You're absolutely right! People aren't just out killing time. So, do you think that the people that **are** out, are probably a little more serious and they're not just 'looky loos' as we call them in the business

Seller: Probably more serious

Agent: Yes. And how about for the listing with everything going on? Do you think that there's more listings now or will there be more listings when things and interest rates go back to normal?

Seller: More listings then

Agent: You know what, you're absolutely right that's what we expect as well.

Seller: But if there are less homes on the market now then there is nothing for me to buy ?

Agent: I am glad you brought this up. So your concern is that you would sell your house, and then have nowhere to live, is that right?

Seller: Yes, essentially.

Agent: I completely understand your concern, you don't want to be homeless!. What we have been successfully doing to help our clients maximize their purchasing power is; listing their house now, when there is less competition. Then we know our **exact** budget **and** as inventory increases we have more options to choose from!

Seller: How do I know there will be more options?

Agent: Because we have been seeing an increase each week and expect this trend to continue as sellers who have been "waiting to see" put their houses on the market. Our highest priced sales are when inventory is low. So what we have now is a limited window of opportunity; More serious buyers with inventory on the rise.

Seller: That's interesting.

Agent: So, let's get your property in front of buyers **now**, getting you the **most** money possible **AND** buy when you have more options.

Seller: Ok, great!

Seller: Overpriced Listing Script

Agent: Have you ever seen a house that sits on the market?

Seller: Yes

Agent: Could you think of one maybe around your neighborhood, where there was a really nice house and it just sat for a long time?

Seller: Yes, but not as nice as mine

Agent: Of course! What do you think is the number one reason a nice house might not sell quickly?

Seller: Price?

Agent: You're right, and so, if you are driving by a really nice house, day in and day out, after a few weeks or months it is still for sale, what would you start thinking about that house?

Seller: Maybe there is something wrong with it?

Agent: Right, maybe there is something wrong with it! And you know what? A lot of buyers would think the same thing. So now let's say you decide to go online to look at this property (or home? or listing? not sure on the word choice), and you notice after a few days they have reduced the price, is that something you want to go see?

Seller: If it's a house that I like and they have dropped it, sure

Agent: What would you say about the owners willingness to negotiate on the sale of their house if they *just* dropped it?

Seller: Well if they want to sell it, then maybe they will take my offer!

Agent: Yeah, maybe. And are you willing to pay full price for a property that you are concerned there may be something wrong with, since no one has wanted to buy it for the last two months?

Seller: Probably not.

Agent: Ok. Let's say we just sold your home and now *you* are the buyer, we are going out to see two properties; one has been sitting for a couple of months and one just came on the market and is priced correctly. Which one do you want to see first?

Seller: The new one

Agent: Yeah, and most buyers would do the exact same thing! The fact is this market doesn't react well to stale listings. Houses that just get listed usually get the most attention, so first impressions are very important.

Seller: Makes sense...

Agent: So let's make the best first impression; Price your house at market value, with an aggressive marketing plan, to get the most buyers through and net you the most amount of money!

Master These Next...

Buyer: Low Ball Offer

Buyer: Only Work with Listing Agent

Prospecting: Just Listed

Prospecting: Just Sold

Prospecting: How is the Market?

Buyer: Lowball Script

Buyer: There's so much uncertainty in the market right now. Let's just low ball them and see what the Seller comes back with.

Agent: [Insert Buyer's name], I can certainly understand why you might take that approach and indeed it might work. Let me ask you this, are you going to try to buy just any house for your family or the best one?

Buyer: The best, and at a low ball price.

Agent: So, best is your priority and if you can get it under value that would really make you happy? Right?

Buyer: Yes.

Agent: Well, which should I do, look for the best properties that meet your family's needs or for a real steal?

Buyer: Can't you do both?

Agent: Well, yes and no. See, no smart seller is going to just give their house away and unless they're desperate they won't advertise that you can steal it from them. Right?

Buyer: Right.

Agent: So, what we'll do is search for the best home for you and then do our own quick market study to verify the value and then you can decide how to prepare your offer. Fair enough?

Buyer: Fair enough.

Agent: [Insert Buyer's name], if you had to pay fair market value, in a market like this for the home your family is going to live in and love, that would be alright, wouldn't it?

Buyer: Yes.

Agent: Amazing! Let's get you that home!

Buyer: Only Work With Listing Agents

Agent: Ok, so you are looking to work with a listing agent. May I ask, is that because you hope to save money?

Buyer: Yes, I hear listing agents will reduce their commission.

Agent: You know what, I have heard the odd agent has done that. Did you know when you list your house for sale, the total commission is already pre-determined?

Buyer: No

Agent: Can I share with you what terrifies me about only wanting to work with the listing agent?

Buyer: Sure

Agent: I'm concerned because in your model there is no one looking out for you! Meaning, the listing agent and seller have determined the price that they are going to market the property for. And if the property is overpriced by 5%, do you think the listing agent that has signed a representation agreement with the Seller is going to pull the comparable sales for you that support a lower price or a higher price?

Buyer: Hmmm. I hadn't thought about it like that.

Agent: Obviously they will pull the comparable properties that support the current asking price. So let me ask, if you receive a 1% commission kick back *but* pay 5% over fair market value, how does that feel?

Buyer: Not good.

Agent: You know what is great about having a buyers agent represent you?

Buyer: What?

Agent: Much like the sellers agent who is contractually bound to represent the sellers best interest, you would have us, professional buyers agents, negotiating for you, and representing your best interest. Our *only* objective is to assist you to make an educated, financially sound purchase of your dream home. I promise you, with our teams knowledge, success, and negotiation skills we will save you a lot more than a small commission reduction. *And* there is no fee for you!

Buyer: Really?

Agent: Yes! The seller has *already* agreed to pay our commission. So, why don't we SET AN APPOINTMENT, I'll share with you several proven negotiating strategies that we can use to get you an incredible deal on your new home. What generally works best for you – weekdays or weekends?

Prospecting: Just Listed Script

Good (Morning/Afternoon/Evening)! This is (Name) with (Team/Brokerage), we just listed your neighbours house at (Address) for sale and I am wondering if you have any friends or family who might be interested in moving into the area?

Yes: Amazing! Has your friend/family looked at other homes in your neighbourhood? Awesome! Where do they live now? Would they need to sell their home to make this purchase? Whats the best way for me to reach them?

No: Ok, great, thanks for thinking of that! While I have you on the phone, we will have a lot of buyers come through this house, and not choose it for whatever reason, but *obviously love* this neighbourhood. If a buyer was interested in your house, would you consider selling?

Questions if they say yes or maybe to considering selling...

1. Have you thought about where you would move next?
2. Have you thought about when you might be ready to move?
3. How long have you lived there?
4. Where were you living before?
5. Where does the majority of your family live?

Awesome, thank you for sharing that with me! Why don't we do this, let's set up an appointment, and see what you could expect financially if you were to sell your home. Would x or x days work for you this week?

Perfect! So I will see you at (address), X day at X time.

Prospecting: Just Sold Script

Hi, this is Courtney with The Jennifer Jones Team, we just sold a home over on _____ ... it has _____ bedrooms and _____ baths ... and was listed at \$_____

We know when someone sells a home ... usually two more sell right away ... So I was wondering ...

1. When do you plan on moving? (Never) Terrific!
2. How long have you lived at this address? (10 yrs.) Great!
3. Where did you move from? (LA) Good for you!
4. How did you happen to pick this area? (Job transfer) Excellent!
5. If you were to move ... where would you go next? (Back to LA) That's exciting!
6. And when would that be? (3 months) Fantastic! **Only go forward if they say 3 months or less!**
7. Obviously ... you realize it could take 1 to 3 months in this market to get a home sold ... did you know that? (No) Terrific!
8. So ... my question is ... do you have to be sold in 1 month ... or do you want to start selling at that time? (Sold) Wonderful!
9. Fortunately ... to get you one step closer to (LA) ... all we need to do now ... is simply set up an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? () Fantastic!
10. Which would be better for you ... Monday or Tuesday at 4pm?

Prospecting: How is the Market?

Person: Hows the market?

Agent: Well, it really depends... Are you interested in buying, selling, investing, or renting? They're all very different. Which part of the market are you curious about?

Person: We are thinking about buying a cottage in the spring

Agent: Amazing! Waterfront is *such* a great investment. (why is it a good investment?; long term trend in demand, not making more, baby boomers retiring, urban sprawl, larger communities by the water that have boomed) Why are you waiting until Spring?

Person: Just with the weather, the holidays, and doesn't seem to be a lot out there.

Agent: Completely understand, in fact, the majority of people are waiting until the Spring to buy...So many, that we are expecting a *really* hot spring market for waterfronts...

Person; Really?

Agent: Yes! So, are you wanting to *Look* for a cottage in the Spring.... or *Have* the cottage in the Spring, and have time to enjoy it for the whole Summer? (pause)

Person: I want to enjoy it for the whole summer...

Agent: Ok, so you want to enjoy it for the whole summer, that makes more sense. Well as long as you work with a knowledgeable agent, who is familiar with the local waterways, you can really benefit from...*buying now*... when there is less competition, very serious sellers, and better closing date that will allow your family to enjoy your new cottage all year round.

Person: Great point, there isn't anything to buy though?

Agent: I agree, We have seen this downward trend in inventory over the last 5-10 years, and don't expect that to change. That is why the best next steps is for us to*set an appointment*... and go through your exact wants and needs, so we can find you the right property, as soon as its on the market, or before, which is often how *our* clients buy waterfront properties, while everyone else is "waiting until the spring". Sound like a good plan?

Person: Yes, lets buy today...