

MAGIC PHRASES



I'M NOT SURE IF IT'S FOR YOU, BUT

- I'm not sure if buying a home in this market is the best option for you, BUT –
- I'm not sure if our VIP Buyer program is something that would interest you, BUT
- I'm not sure if it's for you, BUT I know the best approach to helping buyers win in multiple offers
- I'm not sure it's for you, BUT I do have an off market property it's just they are demanding a waiver of the appraisal
- I'm not sure if being a real estate agent is the right option for you, BUT if you follow the systems we have in place you can have success

DO YOU CONSIDER YOURSELF OPEN-MINDED

- Use this when we are trying to get people unstuck!!
- Do you consider yourself open-minded because if you do I can show you how my clients who have been winning offers
- Do you consider yourself open-minded if so I can show you how to cover an appraisal gap with 25 cents on the dollar out of pocket?
- Do you consider yourself open-minded because if you...LIST YOUR HOME WITH ME...I can guarantee that we will have an offer over list price in less than 30 days!

DO YOU CONSIDER YOURSELF OPEN-MINDED

- Do you consider yourself an open-minded person because the way you are approaching real estate is not working are you open to a different approach?
- Do you consider yourself an open-minded person because if you are willing to do the work we have guaranteed methods that will provide you success
- Do you consider yourself an open-minded person because if you are willing to get a little uncomfortable, I can show you how to close more deals
- Do you consider yourself an open-minded person because if you want to have success in this industry you are going to have to take a different approach

HOW WOULD IT FEEL IF

- We are using this to show people outcomes
- How would it feel if you wrote this offer and lost because you didn't waive the appraisal?
- How would it feel if you were to look back 6 months from now and realize you missed the best chance in our lifetime to buy a house?
- How would it feel if you did get this house?

HOW WOULD IT FEEL IF

- How would it feel if you lead generated every day for an hour?
- How would it feel if you were to look back 6 months from now and realize you missed some great opportunities to be successful in real estate
- How would it feel if you have to go and get a job? Great what are you willing to do about it?

I'M GUESSING YOU HAVEN'T GOTTNEN AROUND TO

- Use to move people to action
- I'm guessing you haven't gotten around to talking to my lender?
- I'm guessing you haven't gotten around to deciding which houses you want to see this weekend
- I'm guessing you haven't gotten around to reviewing the contract I sent you to sign

I'M GUESSING YOU HAVEN'T GOTTEN AROUND TO

- I'm guessing you haven't gotten around to setting up that open house we discussed
- I'm guessing you haven't gotten around to calling all of the people in your sphere and letting them know you are in real estate
- I'm guessing you haven't gotten around to creating a list of homes you are going to door knock

JUST IMAGINE

- Getting people to future pace themselves
- I know this is a really frustrating process right now, but just imagine how good it will feel to be in your new home next month
- I get that you don't want to work with one agent but just imagine how that could simplify the process by working with me and my team instead of having to hope someone else will do a good job for you – does that make sense?

JUST IMAGINE

- Just imagine how it will feel to be able to do real estate full time and regain control of your life.
- I get that it's really hard to gain momentum in this business but just imagine how amazing it will be to create your own success instead of being dependent on a job
- Just imagine how it will be when you can go on vacation and not have to worry about how you are going to pay for it
- **THIS WAS THE LAST SLIDE**

YOU HAVE 3 OPTIONS

- Getting people to pick the best choice
- Best I can tell you have 3 options you can terminate the contract and we can start the whole process over, you can terminate and we can find you a rental property, or lastly we can get a contractor to fix the issue which should be less than \$2000 and you can be in your new home in 2 weeks – what makes the most sense for you?

YOU HAVE 3 OPTIONS

- I believe you have 3 options 1. We can put our search on hold and you can stay in your current situation, 2. You can find something to rent, or 3. We can get really aggressive and help you find a home that you love – which works best for you?

YOU HAVE 3 OPTIONS

- I believe you have 3 options 1. You can quit real estate and get a job, 2. You can continue doing what you are doing and barely scrape by or 3. We can put together a plan that will set you up for success and we can take your business to the next level – what do you feel is the best option

TWO TYPES OF PEOPLE

- This is tricky so tread lightly
- In my experience as an agent there are 2 types of buyers, 1st the type that puts together a plan and are conservative with their offers they hope that if they write enough offers eventually they will win or the 2nd type who sees what they want and they go after it aggressively – which one would you say you are?

TWO TYPES OF PEOPLE

- In this market I noticed there are 2 types of buyers. The 1st tries to do a lot of work on their own and calls listings agents hoping that they will be able to get an upper hand and be able to buy the house, the second is someone who sees the value in having their own representative working for them to ensure they get the best opportunities and deals – for example we have an off market list off properties that I provide for my clients and often times they don't even have to compete against other buyers? Would you be interested in that?

TWO TYPES OF PEOPLE

- In my experience there are 2 types of agents. The 1st is an agent that finds ways to get clients that makes them comfortable they mostly work with referrals and sphere and some actually do pretty well with that, the 2nd are the ones who are willing to get uncomfortable and do the things that most agents are not willing to do but the results for these can be next level because they are willing to do what most people won't – which way do you see yourself?

BEFORE YOU MAKE YOUR MIND UP

- This is an opportunity to pitch to someone
- Before you make your mind I wanted to share with you a way I can save you over a \$1000 in this transaction
- Before you make your mind up I would like to show you the benefits of our VIP Buyer program do you have a few minutes to chat about that?
- Before you make your mind up did I mention we have a special program for people who are both buying and selling that could save you thousands of dollars?

BEFORE YOU MAKE YOUR MIND UP

- Before you make your mind I would like you to ask yourself where do you see yourself in a year and is your current approach going to get you there.
- Before you make up your mind are you willing to do things that are uncomfortable to get the success you want?
- Before you make up your mind have you considered the possible outcomes of your approach?

5 TO 7

- Thanks for meeting with me today. I just want to let you know that the way my business is setup is that I can only work with about 5 to 7 people at a time and give them the service I feel they deserve does that make sense? Perfect with that in mind I would love to work with you would you like to work with me?