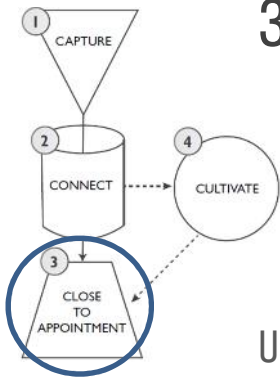


3. Close



Words of Wisdom: “The right approach to close for a meeting is the only approach—just ask for it!”

Use the Lead Sheet to Get the Appointment

Familiarize yourself with the following scripts to use with the Lead Sheet for outbound calls and inbound calls. Always ask for the appointment—the close!

OUTBOUND CALLS TO LEADS

Hi, this is ____ with Keller Williams Realty. I am responding to your request for information on the property at _____. Thanks for the inquiry.

“Yes, I’m interested in the house on 123 Main Street. Can you tell me more?”

Sure! What specifically caught your eye?

“The photos of the open kitchen.”

That’s a great feature. That one is/is not still available. There are several homes in that same neighborhood like that. I would love the opportunity to meet you and go over them.

“Okay great.”

Could you come to the office tomorrow at ____ or Thursday at ____?

“Yes. Thursday.”

Okay great! I’m going to ask a few more questions about your search. This will help me to be prepared and have the information that you need when we meet.

INBOUND CALLS FROM LEADS

Hello! It's a great day at Keller Williams Realty. How may I help you?

"Hi. I'm calling about the house on 123 Main Street. How much does it cost?"

Excellent. We've gotten a lot of calls on that property. It's a hot one. By the way, I'm _____, who am I speaking to? And your last name?

Start filling out the lead sheet.

I'm going to put you on hold for a moment while I access the information about the property. May I have your phone number just in case we get cut off?

Continue to complete the contact information section of the lead sheet.

Okay. That property is listed for _____. Is that in your price range?

"Yes."

That's a great area. Is that the neighborhood you're interested in?

"Yes ... it's centrally located, close to shops, great schools."

Excellent! I'd love to meet you to review this property, and similar ones that are also available in the same area. Are you available tomorrow at _____ or the next day at _____?

"Yes. <date/time> works"

Okay great! I'm going to ask a few more questions. This will help me to be prepared and have the information that you need when we meet on <day>.

"Great ... Thank you!"

Also ask for, or verify, their email so you can set up listing alerts for other properties in the same area and price range.

Find out if they are already working with another agent

WORKING WITH ANOTHER AGENT? (NO)

Have you already seen properties with another real estate agent?

“No.”

Well, it would be my pleasure to help you find your perfect home/property!

The way that works best is for you to meet at my office so we can pinpoint exactly what you are looking for in a house, and I can walk you through every step of the home buying process and what to expect. Does this sound like something that could benefit you?

“Sure, that will work. When?”

Great! Are you available tomorrow at <date/time> or <date/time>?

Add the appointment time to the lead sheet, and insert these times into your calendar immediately after the call.

Okay great! I’m going to ask a few more questions to get us started. This will help me to be thoroughly prepared for our meeting. Does that work?

WORKING WITH ANOTHER AGENT? (YES)

Have you already seen properties with another real estate agent?

“Yes.”

Have you signed an agreement for representation with that agent?

“Yes.”

Great! You know, you should really call your agent for them to show this property to you and answer your questions. Thank you. Good bye.

If they need to sell before making a purchase

NEED TO SELL FIRST

Has anyone done a Comparative Market Analysis on your home? This is a report that shows what homes in your immediate vicinity recently sold, and at what price.

“No. I don’t think so.”

I would love to prepare one of those for you so you know the true market value of your home. Otherwise you risk finding a home you fall in love with and can’t afford because your current home was valued incorrectly.

Seven Additional Close-to-Appointment Tactics and Scripts

1. Show the Benefits

In general, people are more likely to go along with something you suggest if you explain the benefit to them.

If spending thirty minutes with me could save you hours of time and thousands of dollars in your home search, would that be of benefit to you?

Great, let's meet!

2. Take-Back Close

This technique puts a tempting offer in front of the buyer, then subtly creates a fear that they may not be able to get it.

I've enjoyed talking with you. To be honest, I don't know whether I can be of help to you or not; however I'd be honored if we could meet to find out. How about we meet tomorrow?

3. The Negative-Positive Close

This is a way of backing into the appointment in order to close.

Would you be offended if I asked if we could meet to go over all this in a little more detail? I'm free tomorrow, what time works for you?

4. Give Them What They Are Looking For

Quickly pique the buyer's interest by giving them what they are looking for—information on interesting, comparable properties.

Yes! Let's meet at my office and I can give you the specific details about that property and let you know about similar properties also for sale. What time works for you?

Great, see you then!

5. Trial Closes

Trial closes test the waters first—you genuinely want to find out whether you and the client agree.

Can you see how receiving a list of all the new homes on the market in your price range would help you in your home search?

Great, let's meet!

6. Assumptive Closes

Assumptive closes assume the close and prevent them from saying no.

It sounds like we should meet. I am available most times this week, so what works best for you?

Great, see you then!

7. Tie-Downs

Tie-downs are phrases that ask for confirmation. Expressions like, *"Wouldn't that be great?"* or forming questions with *"Can't you?"*, *"Isn't it?"*, and *"Wouldn't you?"* ask for agreement and get your customer into a pattern of saying yes.

We'll save hours of time on your home search if we meet in the office first. Saving time is important to you, isn't it?

Great, let's meet!

"Give two choices for moving forward, either of which will confirm that your buyer is moving ahead."

TOM HOPKINS

AUTHOR, *HOW TO MASTER THE ART OF SELLING*

Don't leave any conversation without asking for the appointment at least five times!

Handle Objections

Believe it or not, objections are good! They are actually buying signals and another step closer to a purchase decision.

What objections have you heard? How did you respond?

- _____
- _____
- _____

"Objection handling is one of the very best ways for you to demonstrate your expertise in a business-winning way. Every time you handle an objection, ask for a close. It really works!"

TONY DiCELLO, VICE PRESIDENT KW MAPS COACHING

Be prepared to hear and respond to objections. Know the common objections and practice your responses. Combine your skill at handling objections with your knowledge of the area's market and key statistics, and you will convert more buyers.

Discussion: How can you improve your objection handling skills?

- _____
- _____
- _____

Objection Handling Technique

Your response to every objection should be to relax and then respond with the AEIOU technique—this is your chance to overcome a purchase barrier and secure the appointment.

AEIOU Technique for Handling Objections

The sequence of steps in handling objections will vary depending on your buyer. These techniques will help you handle any objection that comes your way.

1. **Ask questions.** Get at the real issue by investigating the issue deeper. You might ask questions such as, “Can you tell me more about that?” or “Can you tell me what’s important about that?”
2. **Empathize.** Acknowledge the buyer’s concern by saying something like, “I can certainly understand how you feel.”
3. **Identify the real issue.** Restate what you believe the real issue is.
4. **Offer a solution.** Problems appear insurmountable until you know how to solve them.
5. **Urge an agreement.** Use tie-down statements* such as, “Don’t you agree?” or “Are you comfortable with that?”

** To learn more about tie-down statements, take the KW MAPS Group Coaching offering of Language of Sales, <http://mapscoaching.kw.com/>*

Scripts for Common Objections

BUYER WANTS TO LOOK ON THEIR OWN

“I’ve been looking at houses on my own. I don’t really need to work with a realtor.”

I understand. Here are a few things to consider. It can be a very time-consuming process, and many of the homes you see listed in advertisements and on websites are already sold or under contract. Some properties are not advertised at all—those are what we call pocket listings. There are more than <X> properties listed for this area. With my access to the Multiple Listing Service (MLS) and my real estate contacts, I can search them all for you and show you the best ones. For example, would you be interested in getting a discount of 20–30 percent on a HUD property or foreclosure? I can search for those as well.

BUYER RELIES ON THE INTERNET TO SEARCH

“I’ve found a lot of homes online that I’m interested in. I don’t really need anyone to help me search.”

The reality is that many times homes advertised on the Internet have not been updated and may not be available anymore. You’ll also need a licensed agent to get you inside homes to see them. Finding a house is the fun part, and we can do that together; however, my real job starts when you’ve found the house and you’re ready to submit an offer.

BUYER IS IN A LEASE

“I can’t make a purchase until my lease is up.”

Well, since your goal is to move at the end of your lease, now is the time to get prepared so you can have a smooth transition. You will have to get preapproved, start your home search, and then find the house. Once you have found the house, it typically takes a preapproved buyer thirty days to close on their home. So it sounds like the timing is good.

BUYER IS IN A LEASE - IN A BUYER'S MARKET

What if the seller were to agree to buy out the remainder of your lease? If that were the case, wouldn’t you want to get started on your search today?

BUYER THINKS IT COSTS MONEY TO WORK WITH AN AGENT

“We are on a tight budget. We’re not working with an agent because it will save us money.”

Well, the good news is it costs you nothing to have me work for you because the seller pays the commission. It’s a big advantage for you to have an agent on your side. Independent representation tends to make people more honest on the listing side. My job is to get you a better price and better terms on the house you want to own.

What if the buyer still doesn’t want to meet?

Not everyone will want to meet for an appointment right away. That is okay. At this point you should:

1. Get their complete contact information and hang up the phone—be efficient with your time!
2. Invite them to visit and bookmark your KW website as their go-to source for all their real estate needs.

Note: for more information on your KW website, visit KWConnect and search “website resources” to find helpful resources.

3. Provide value—offer a local market report and offer your branded **KW Mobile Search App**.

Note: for more information visit KWConnect and watch “10 Ways to Share Your App”, or search “mobile app resources” to find other helpful resources.

4. Cultivate that relationship—step four in the lead conversion process—and follow up with periodic phone calls and an email touch campaign.

Discussion: Anything else?

