



OF OUR BEST

**SCRIPTS &
DIALOGUES**

LISTING PRESENTATION DIALOGUE

- ① “It’s the process not the promise of a price that will get your home sold for top dollar. Can we talk about that process?”
- ② “When selecting an agent I’m curious, will you pick an agent based on the things they can’t control like the price or the things they can control like the process, marketing and their negotiation ability.”
- ③ “Would you like me to present you with a marketing campaign that will make you happy, or one that will get you the highest price?”
- ④ “We can debate price for hours today between ourselves but the main conversation that we must have about the price is with the person who is going to be the new owner of your home.”
- ⑤ “Right from the outset I would like to let you know it’s totally OK if I don’t get your listing. What I like to do today is ask you a few questions to see if I could help. I may or may not be able to help based on your circumstances and what you’re looking for. If at the end of this meeting I feel I can assist and you feel comfortable, we can then meet again and talk about what that solution would look like.”
- ⑥ “Have you sold a property before? How did it go? What did you like and what didn’t you like?”

PROSPECTING DIALOGUE

- ⑦ **USE THIS FOLLOWING UP PEOPLE FROM OPEN FOR INSPECTIONS.** “When you came through the other day were you researching buying or selling at the moment?”
- ⑧ **USE THIS WHEN TALKING TO A BUYER.** “Did you call about this property because you’re looking to buy or comparing it to your current home?”

BUYER DIALOGUE

- ⑨ **USE THIS DIALOGUE WHEN YOU GET A FIRST OFFER OFF A BUYER (ACT SURPRISED).**
“Thank you for that offer but that price level has already been tested and is unlikely to get accepted. If it wasn’t accepted what would your next offer be?”

CLOSING DIALOGUE (LISTING PRESENTATION)

Please understand that closing is only to be used when there is trust in the relationship and you have earned the right to ask for the business. Frequency builds trust and the more contact you have had with a vendor increases the likelihood that you would have gained that trust. However, at some point you must ask for the business.

- ⑩ “Have I done enough today to earn the right to be your agent?”
- ⑪ “When would you like me to start work as your agent?”
- ⑫ “When should we start bringing buyers through the property?”

VENDOR MANAGEMENT DIALOGUE

USE THIS DIALOGUE WHEN TRYING TO GET AN OFFER ACCEPTED WITH A VENDOR THAT HAS ONLY BEEN IN THE MARKET FOR A FEW DAYS.

- ⑬ “It’s not how long you’ve been on the market it’s how long the buyer has been in the market.”
- ⑭ “Are you going to make a decision about selling based on the market or based on your life?”
- ⑮ “I think you should consider accepting this offer. Right at the moment the market is good and there are buyers around. In a few months’ time I can’t tell you what the market will be like but I can tell you that these current buyers would have bought and they won’t be around.”

ADVERTISING AND MARKETING SCRIPTS & DIALOGUE

- 16 “You can’t control the price but you can control the method of sale and the marketing we use. Let’s talk about the marketing.”
- 17 **USE THIS DIALOGUE AFTER YOU HAVE DRAWN A PIE CHART SHOWING WHERE THE BUYERS COME FROM.** “As you can see we know here 100% of the buyers come from but what we don’t know is where the best buyer will come from.”
- 18 “My job is not to sell your house. You could do that. Anyone could do that. The market is quite good at the moment. My job is to get you the hidden 10% in the marketplace by following our premium price strategy. This strategy is exceptional marketing + high level negotiation + finding an emotional buyer + and using buyer competition.”
- 19 **USE THIS LINE WHEN A VENDOR WANTS YOU TO DO NO MARKETING AND JUST SELL IT OFF YOUR DATABASE.** “So I’m clear do you want me to sell it to the first buyer or the best buyer?”
- 20 “The internet will achieve for us the intellectual buyer whereas print will get us the passive aspirational buyer. Print also seems to attract older buyers that have more money.”
- 21 “Taking out advertising is like taking out insurance on your car. You wouldn’t drive a \$55,000 car uninsured and you shouldn’t be selling a home without marketing. Advertising is making sure you don’t undersell the biggest asset you own. The family home.”

BONUS DIALOGUE:

Auction listing dialogue: “Mr and Mrs Vendor, if I can show you a way of selling your property to the widest buyer audience with a set time that buyers need to act by and create competition would you be open to hearing it?”

Remember, the power of these Scripts & Dialogues lies in your ability to internalise them.

I look forward to hearing your success stories. Please email them to info@tompanos.com.au

*Your real estate coach,
Tom Panos*