

## Set-to-Sell Meeting

### When to use this:

- In the last 10mins of your listing presentation when you are setting it up to sell
- The vendor has signed the agreement

### Script & Dialogue:

“Mr & Mrs Vendor before I leave today, I want to let you know that over the next 4-5 weeks a fair few things are going to happen. I want to educate you on those things because it’s going to help you understand what may, and may not happen:

1. **The concept of the ‘early-quick sale’:** we may be lucky enough to have your property sold within a week. Some vendors think they’re selling too cheap as it’s only been on the market for a short while. But in fact, you could be one of the lucky ones who gets their property sold in a week because there are buyers who have been waiting in the marketplace. So please understand: **It’s not how long your property has been on the market, it’s how long the buyer has been in the market.**
2. **Offers:** some of the offers we get are not going to be great. But by law, I must let you know what they are. I’m letting you know beforehand, when we get an offer that’s low – please don’t shoot the messenger. All I’m doing is relaying what the market has said.
3. **Other agents approaching you:** When your signboard goes up, there may be other agents who contact you. If they do, they may claim they have buyers for your property. If they do contact you, give me a ring and I’ll make sure that I organise access for that agent if they do have buyers.  
*[Then... go to vendor’s house and ring the other agent in front of the vendor.]*
4. **Frequency and type of contact:**
  - a. I’d like to ask you, what kind of frequency of contact you want? Would you like me to speak to you every day, every second day, two times a week?
  - b. How would you like me to converse with you? Ring you, text message, email or face to face?
5. **Importance of having the home well-presented:** You never get a second chance at a first impression, so please have your home looking at its best when I’m bringing buyers through. And if it’s ok – to not be at home during the inspection. This is going to make buyers feel more ‘at home’. They will start to visualise that it’s their home (not your home) and that’s the emotional connection we’re looking to get with people who will pay top dollar.”

### Corresponding video on Real Estate Gym:

<https://realestategym.com.au/membership-dashboard/scripts-dialogues/set-to-sell-meeting/>