

## “What’s my home worth?” – 4 Things

### When to use this:

- At the listing presentation when you are asked “What’s my home worth?”

### Script & Dialogue:

- “Mr & Mrs Vendor, the value of your home is dependent on 4 things, they are the:
  1. Location
  2. Conditions
  3. Agent you pick
  4. Marketing they take

The good news is, out of those 4 things – you control 3 of them. Let’s talk about those things.”

- “Mr & Mrs Vendor, it’s the process, not the promise of a price that’s going to get you sold for top dollar. Let’s talk about that process.”
- “Mr & Mrs Vendor, my job is to maximise your profits, not to minimise your losses”
- Bonus (to use an ice-breaker when you walk into the house): “Nice house! Can I sell it?” 😊

### Corresponding video on Real Estate Gym:

<https://realestategym.com.au/membership-dashboard/scripts-dialogues/listing-dialogue-whats-my-home-worth/>