

# Convert Sellers to Closings

“Overcome the Objections”

## Your Coaches

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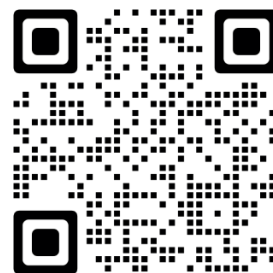
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Please reach out if you have questions regarding the content of the course. If you have administrative questions about your client portal, billing or access, please reach out to [fasttrack@kw.com](mailto:fasttrack@kw.com) or (512) 439-8684.

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2. Only paid participants may listen and contribute.
3. To ask a question you may type your questions into the “Questions” Box.
4. If you would like to speak on the call, click on the hand icon located on your dashboard and the coach will call on you when possible.
5. Complete all assignments prior to call.
6. Be PREPARED!

**Check out the KW MAPS Coaching Calendar  
for other upcoming coaching and training  
opportunities!**



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# **TODAY'S 3 FOUNDATIONAL PIECES:**

- 1. 3-2-1 Step Closing Technique**
- 2. Top Objection Handlers**
- 3. Pass the Baton Sheet**

# **3-2-1 Step Closing Technique**

## 3-2-1 Closing Technique

### **3 - Compliments**

“ You have a great home, in a great neighborhood, with great upgrades.”

### **2- Assumptive Closes**

“ What day works best for our photographer to come shoot the property?”

“ When we have a showing, what is the best way for us to communicate, a text, a call or an email?”

### **1 - Hard Close**

“ Are you ready to put me to work?”

# Interviewing Multiple Agents



## Interviewing Multiple Agents

### Pre-Qualification Questions-

“Who else will you be interviewing for the sale of your home?”

“Are you the type of person when making decisions that likes to have all the information gathered before deciding or someone who when you know, you know, and move forward?”

*\*Be first appointment or last appointment when interviewing multiple agents.*

## Interviewing Multiple Agents

### Objection Handler 1:

**Client:** “This all sounds great, however I still have a couple agents to meet with before I make a final decision.”

**Agent:** “I hear you, and just curious, is there anything we haven’t gone over or discussed that you believe another agent will do that will result in you making more money?”

**Client:** “Not that I can think of, but I already scheduled the appointments, so I want to see them through.”

**Agent:** “At this point, when a client like yourself says they’d move forward and still go through with additional appointments it’s usually because they feel obligated to have the agent over. Is that the case here?”

## Interviewing Multiple Agents

### Objection Handler 1 Continued:

**The agent continued:** “Let me save you time as well as starting the process tomorrow to find you a buyer. After all, while you are waiting to be polite, there may be a buyer out there that has to buy tomorrow. We want them to know about your house. Right?”

“Let me do this. I don't mind, I've done it for many of my sellers. I'll call the other agents and this is what I'll say. “They liked you and were looking forward to meeting with you, yet went ahead and decided to list with me. If you have a buyer, we would love for you to bring them by, as we're launching on the market on (date).” This way, Mr and Mrs. Seller, I can save them the time of preparing, time away from their family, and your time. I'll make the call from here if you prefer?”

### **\*Sign paperwork there in person.**

They still say they want to interview agents after that objection handler...

## Interviewing Multiple Agents

### Objection Handler 2:

**Client:** “I told them I would meet and hear what they do, so I want to follow through on that. I like everything you said, and we’ll let you know what we decide.”

**Agent:** “I respect that. When is your last interview scheduled for?”

**Client:** “Thursday evening.”

**Agent:** “Great. And you’re not signing with anyone until after you’ve conducted all the meetings, correct?”

**Client:** “Correct.”

**Agent:** “Let’s do this then, how about I swing by Friday at 1pm to go over any questions you have following the final interviews and move forward? I want to get it on the calendar, so we can get started on the marketing as soon as you’ve decided.”

**Client:** “Ok, that sounds good.”

# Commission

## Commission

### Objection Handler:

**Client:** “This all sounds great, however another agent said they’d do it for a lower commission.”

**Agent:** “Other than commission, is there any other reason we wouldn’t move forward with working together today?”

**Client:** “No, I just really need to make as much as possible in this sale.”

**Agent:** “Great! So what I hear you saying is you need to net the most money possible, right?”

“Every seller that decides to work with me wants the same thing. See, many people think that they will get the same price regardless of who is conducting the negotiations, which we already know isn’t true, otherwise top companies wouldn’t pay hundreds of thousands of dollars to hire the best negotiators. The other agent has already shown you their negotiation skills by giving up their own money. What will happen when you ask them to take care of your money? Won’t they give it away faster than they gave their own money away? I think you prefer a top negotiator like myself that will watch your money and negotiate on your behalf, wouldn’t you agree?”

“Let’s move forward together today, and I’ll prove to net you top dollar in this sale, deal?”

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## Commission

### Objection Handler 2:

**Client:** “This all sounds great, however another agent said they’d do it for a lower commission.”

**Agent:** “Other than commission, is there any other reason we wouldn’t move forward with working together today?”

**Client:** “No, I just really need to make as much as possible in this sale.”

**Agent:** “I hear your hope to save money, and it sounds like you are interested in putting the most money in your pocket, is that right?”

“The Multiple Listing Service shows the average agent in (your city) today is negotiating (example 95 percent) percent of the list price. The same Multiple Listing Service shows me at (example 99.2 percent) percent, which is (\$ dollar amount difference) with your marketing price. That’s a big difference, isn’t it? If you are interested in putting more money in your pocket, then let’s move forward with me as the negotiator for you and we’ll do just that, okay?”

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## Commission

### Objection Handler 3:

**Client:** “This all sounds great, however another agent said they’d do it for a lower commission.”

**Agent:** “Other than commission, is there any other reason we wouldn’t move forward with working together today?”

**Client:** “No, I just really need to make as much as possible in this sale.”

**Agent:** “Mr. and Mrs. Seller, has there ever been a time in your life when you paid less for something and found out that you got what you paid for? This time is like that time, may I explain? See, many agents take a lesser commission because they haven't been taught negotiating skills. You are placing one of your most expensive possessions into the hands of someone that has proven to you the best of their negotiation skills is lowering the price. And if they lower the price to sell your home, then you won't be saving any money. In fact, you could lose money, which is the complete opposite of what you want. I know if you are like my other sellers, you will choose someone like me that will watch your money as much as I watch mine. So let’s move forward, deal?”

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# Experience

## Experience

### **Best Practice:**

Pre-listing Items Example-

- Resume
- Website Link
- Reviews Link
- Introduction Video

## Experience

### Objection Handler:

**Client:** “This all sounds great, however I think we need someone with more experience.”

**Agent:** “Mr. and Mrs. Seller, I can appreciate that, and yet what I’ve found, not only in our industry, just in general, experience doesn’t always equal excellence, and excellence is what you’re actually looking for, right? You deserve an agent who is advanced with marketing and technology in today’s world where the number 1 place buyers look first is online. Honestly, some of the agents who’ve been in the business for years are having a hard time keeping up with the industry as it has tremendously evolved over the last 5-10 years. And though I may not have over 20+ years of experience, I do offer cutting edge technology with a strategic marketing plan that will yield you top dollar, and I work hard. Hard work in today’s world is also sometimes hard to come by, can we agree? I have also made strong connections with some of the best agents in the business to help ensure your experience is nothing short of excellence. So, let’s choose to work together today and I’ll get to working hard immediately. Will you give me the opportunity?”

*\*Sign paperwork there in person.*

**I'm going to hold off  
and see what the  
market does...**

I'm going to hold off and see what the market does...

### **Best Practice:**

#### Market Data Facts-

- Macro-market (National)
  - Use YOY # of Homes Sold, YOY Avg. Home Prices, and MOM Inventory Trends Slides from NAR.
- Micro-market (Local)
  - Use Local Market Data Tracker and track weekly.

*\*Facts trump Feelings.*

I'm going to hold off and see what the market does...

### Objection Handler 1:

**Client:** "I think we're going to wait and see what the market does, and hold off for now."

**Agent:** "What have we gone over today that has caused that decision?"

*\*Isolate on what's really causing them to wait. Typically, it's money. In this market, are they really willing to wait 7-10 years for the market to circle back around? Circle back to their motivation. Motivation moves.*

I'm going to hold off and see what the market does...

## Objection Handler 2:

Client: "I think we're going to wait and see what the market does, and hold off for now."

Agent: "Just out of curiosity, what do you gain by waiting?"

*\*Isolate on what's really causing them to wait. Typically, it's money. In this market, are they really willing to wait 7-10 years for the market to circle back around? Circle back to their motivation. Motivation moves.*

# **Interest rates are too high...**



## Interest Rates are too high...

### Best Practice:

#### Solutions-

- National Association of Realtors YOY Interest Rate Slides
  - This gives a good visual to interest rate trends.
- Creative Financing Options
  - Have a document that goes over different options available.
    - Few Examples:
      - New Construction Offers
      - 3 for 1 Buydown
      - 2 for 1 Buydown
      - Consumer debt rates versus Interest rates on real estate

*\*Facts trump Feelings.*

Interest Rates are too high...

### Objection Handler 1:

Client: “I think we’re going to wait and see what happens with interest rates. If they come down, we’ll do something.”

*\*Go over Interest Rate Data and Options.*

Agent: “Based on the information we’ve gone over, what information indicates that rates will come down?”

Client: “I don’t know, but we can’t imagine going from a 3% rate to a 7% rate.”

Agent: “Let’s do the math and see what this would really look like, okay?”

*\*Use a mortgage calculator to give an idea of payment. Clarity is power.*

*\*\*For some people, it will not be in their best interest to move now. That’s okay. Our job is to help people get clear, such that they make good decisions.*

Interest Rates are too high...

**Objection Handler :**

**Client:** “Why would we go from 4% to 7% interest rate?”

**Agent:** “Great question, why would you?”

*\*Motivation moves. Help them get clear on why they would and use facts to decide if it's the right decision for them.*

**I can't find what I'm  
looking for...**

I can't find what I'm looking for...

**Client:** "I have nowhere to go if we sell. There is nothing on the market."

**Agent:** "Mr. Seller, I can appreciate that you might think that, yet have you seen properties on the market that would be an option or would have worked, they're just already under contract?"

**Client:** "Yes, and we have to sell to purchase our next home, so that's the problem."

**Agent:** "What we're finding is inventory isn't the actual issue, having the position to purchase is. And you actually have more options than you might think! We've found 4 options that work best for sellers to buy and sell in today's market. Let's see what works best for you..."

*\*Slow down and go through each option individually. Acknowledge the option that would work in the worst case scenario before moving to the next. IE: "Okay so, this wouldn't be ideal, however worst case this would be an option, correct? Great! So next..."*

I can't find what I'm looking for...

***Four Options:***

1. Do you have a place to stay for temporary housing?
2. Would you be open to us helping you find temporary housing like an airbnb or short term rental?
3. Bridge loan so you can buy a house before you sell. It's a short term niche loan. This will be a little more expensive b/c you'll be paying for the short term loan but it does allow you to buy first.
4. We can negotiate a lease back for you! You can actually stay in your house and rent it back from the new owners for 2 weeks to maybe even 2 months!

"So, it looks like option 1 and 2 would work if we absolutely couldn't find a home, and again, finding the home isn't always the issue, it's being able to purchase the home while selling. Luckily for you, we specialize in negotiations and do this every single day, so leaving you homeless won't be an option. Looking at the calendar, what is your ideal Thursday to hit the market?"

I can't find what I'm looking for...

***Finding their home strategy options:***

1. Buyer Need Posting on Social Media Page / in Agent Groups -
  - a. "Hi Friends! I have a buyer looking for a home in (location) with (2-3 non-negotiables), is anyone selling soon or have something coming up? Please DM me if so!"
2. Database Email/Text Buyer Needs
  - a. "Hi (Name),

I have a client looking to purchase a home like yours. Would you consider a top dollar offer?"

**Agent Personal Outreach**

1. FSBOs
2. Expired/Cancelleds
3. Golden Letters
4. Circle Prospecting

# Pass the Baton Sheet



\_\_\_\_\_ Motivation: \_\_\_\_\_

Happy? \_\_\_\_\_ Sad? \_\_\_\_\_ Illness? \_\_\_\_\_

\_\_\_\_\_ Pets: Yes \_\_\_\_\_ No \_\_\_\_\_ Names \_\_\_\_\_

\_\_\_\_\_ Kids: Yes \_\_\_\_\_ No \_\_\_\_\_ Names & Ages \_\_\_\_\_

\_\_\_\_\_ Date to go on Market: \_\_\_\_\_

\_\_\_\_\_ Listing Price \$ \_\_\_\_\_

\_\_\_\_\_ Buyer: No \_\_\_\_\_ Yes \_\_\_\_\_ Agent: \_\_\_\_\_

\_\_\_\_\_ Sign? No \_\_\_\_\_ Yes \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Lockbox: Yes \_\_\_\_\_ No \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_ Showing Instructions: \_\_\_\_\_

\_\_\_\_\_ Professional Photos: Yes \_\_\_\_\_ No \_\_\_\_\_ Date? \_\_\_\_\_

\_\_\_\_\_ Termite Inspection: Order Inspection? Yes \_\_\_\_\_ No \_\_\_\_\_

Termite Company client is presently using \_\_\_\_\_

\_\_\_\_\_ Just Listed Letters: Yes \_\_\_\_\_ No \_\_\_\_\_

\_\_\_\_\_ Flyers/Brochures: Yes \_\_\_\_\_ No \_\_\_\_\_

\_\_\_\_\_ Loan Balance \$ \_\_\_\_\_ Loan Company \_\_\_\_\_

\_\_\_\_\_ HOA Company \_\_\_\_\_ Phone # \_\_\_\_\_

HOA Fee \$ \_\_\_\_\_

\_\_\_\_\_ Seller Relocating? Yes \_\_\_\_\_ No \_\_\_\_\_

Where? \_\_\_\_\_ When? \_\_\_\_\_

\_\_\_\_\_ Referral Agent? Yes \_\_\_\_\_ No \_\_\_\_\_

Name of Agent \_\_\_\_\_ Phone \_\_\_\_\_

# \_\_\_\_\_

\_\_\_\_\_ Special Instructions:

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\_\_\_\_\_ Property Features/Notes:

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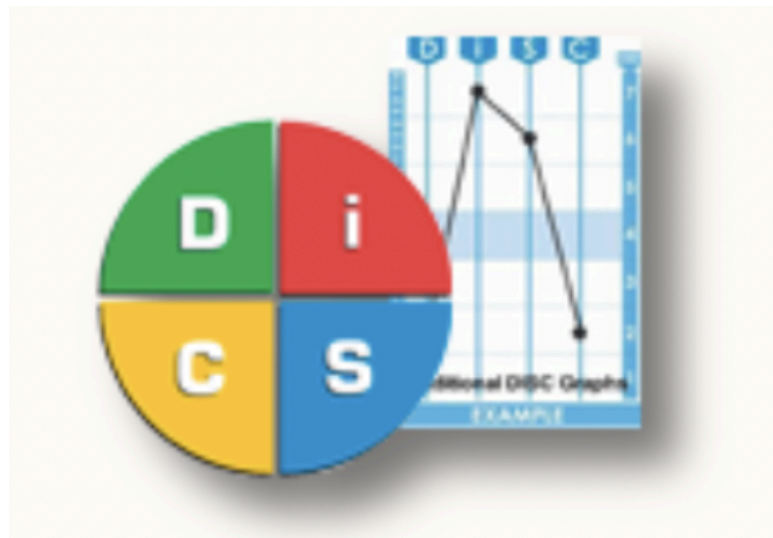
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D \_\_\_\_\_ Husband \_\_\_\_\_ Wife

I \_\_\_\_\_ Husband \_\_\_\_\_ Wife

S \_\_\_\_\_ Husband \_\_\_\_\_ Wife

C \_\_\_\_\_ Husband \_\_\_\_\_ Wife



## **Seller Communication Examples**

- Seller Communication Example Templates

***Clear is kind, unclear is unkind.***

- Intro email with important dates
- Your listing is live email
- Seller Weekly Update Email/Video Example
- Regroup Marketing Strategy Email Example
- UC Email
- Day before closing email

## Seller Communication Examples

### Example of Introduction email to Seller:

{Clients},

We would like to personally thank you again for giving our team the opportunity to partner with you on the sale of your house. As the Listing Manager, I will be working alongside {agent} from the time you sign your listing agreement to the closing of your transaction. Please don't hesitate to reach out to me at any point. I am looking forward to getting to know you and working together!

There are several important items that we need to take care of. Please read this email thoroughly.

#### PHOTOS

Your photo appointment has been scheduled for {day, date, time}. Please make sure all lights are turned on, ceiling fans off, blinds open and tables/counters free of clutter.

#### PRE-INSPECTIONS

Your pre-inspection is scheduled for {day, date, time}. Your inspector will be {name with company}. You can reach him at {phone number} or by email at {email}.

I have attached a copy of all the forms you have already signed as well as forms that still need your attention.

- Signed Listing Agreement - *retain this for your records.*
- Any other applicable form (customize for your market) - when you need the form by and a brief explanation of its importance.
- Any other applicable form (customize for your market) - when you need the form by and a brief explanation of its importance.
- ...
- ...

We are scheduled to go live on {day and date} . We will need the listing documents no later than three days before going on the market. If you are missing any of the documents mentioned above, please let us know so we can get them to you! Please don't hesitate to reach out to me if you have any questions. Thank you and we look forward to working with you!

# Take Action NOW

1. **Role-Play Listing Presentation 10 times**
2. **Run 10 CMA's**
3. **Update Micro-Market Data Tracker**

# **NEXT WEEK SESSION - “LISTING LAUNCH PLAN”**

- 1. Pre-Marketing Plan**
- 2. Mega Open House Event**
- 3. UC Marketing Plan**