

EXPLOSIVE SALES GROWTH IN REAL ESTATE PRICING IN THE MARKET SCRIPT

Agent: My goal is to sell your home for as much money as we can to help you get the home of your dreams. We are both better off in that case. I want you to be so happy with the service we provide that you would refer all of your family and friends to me.

Agent: I just don't want to tell you I can sell your home for more than what the market will allow, because then you will not only be disappointed in me, but you won't achieve your goal of buying a new home.

Agent: The real estate market works like other markets. It is based on the law of supply and demand. While we cannot affect supply since we cannot ask people in town to keep their homes off the market while we list your home, we can affect demand.

Agent: We want to make sure your home is the nicest home in the market for the best price in its price range. That way, everyone searching in that price range will want to see your home.

Agent: What do you think will happen if everyone searching for a home in your price range wants to see your home?

Client: We will get more offers.

Agent: Exactly. We would expect to receive offers because people do not want to miss out on your home that everyone wants to buy.

Agent: Having offers allows us to negotiate from a point of strength. Sitting on the market makes us negotiate from a point of weakness. Would you rather come from a point of weakness or strength?

Client: Definitely strength.

Agent: Strength. Right. So, after looking at what other similar homes are selling for and what is on the market now, what price do you think allows us to negotiate from a point of strength?

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