



SCRIPT

Active Marketing Plan

- ❖ Mr. & Mrs. Seller in this marketplace we can't afford to simply put a sign in the yard and wait for a buyer to show up. We have to actively market this home to the potential buyers and agents who represent those buyers to generate interest.
 - Can you see that an active marketing plan is vital to sell your home?

- ❖ My objectives are to get the home sold in the right time, with the least stress, and for the best possible price.

"Here are the steps I take to get a home sold!"

- ❖ Do you know how our Multiple Listing Service works here locally? With XXX agents in our board one of them may have a buyer waiting for a home just like yours.
 - It makes sense to have me professionally market your home in the MLS doesn't it?

- ❖ 93% of all buyers use the Internet to search for homes so I'll make sure you are represented on Realtor.com and all the other major search sites that attract today's buyers.
 - Do you want your home exposed to buyers looking on the Internet?

- ❖ Social Media is becoming more and more important in our marketing efforts. So I'll get your home on Facebook, craigslist and others to add exposure.
 - By the way I'll be asking you to share some of the posting with your Facebook friends.
 - Would you be willing to do that?

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"Success is doing what you said you'd do consistently, with Clarity, Focus, Ease and Grace" -Maria Nemeth

- ❖ We'll work together to determine the right asking price to justify the price to buyers.
- ❖ The Team at our office has a weekly meeting of the agents to promote our listings.
 - Is there anything in particular you would like me to tell them?
- ❖ Buyers buy on emotion and I'd like to know the 10 things you liked most about living in this home so I can add emotional charge to all our marketing.
 - When do you think you can have that for me?
- ❖ Read it and ask: Are there any other agents you'd also like me to notify regarding your home being for sale?"
- ❖ There are other things besides price that make a home attractive to a buyer and make it attractive to an agent to show. Once we agree to work together I'll go over them with you.
- ❖ And I'll assist you in preparing the house to sell. The way you live in a house and the way you sell it are two different things. It's important to understand those differences, don't you agree?
- ❖ I'll update you at least weekly as to my marketing efforts, changes in the market, and to give you feedback from any buyers who have seen the home. Can you see how that feedback is important to the sale of your home?
 - Would you prefer a phone call or an email?

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- ❖ My job is to find a buyer for your home so I prospect daily...
 - Is there anyone you know that I should be calling regarding the purchase of your home?

- ❖ Since they add accessibility and exposure you do want a sign and a lock-box don't you?

- ❖ I'll add a brochure box or 800-sign rider (discuss the benefits) so that drive-bys and walk-bys can learn more about your home.
 - 7% of all buyers find the home in this manner.

- ❖ Unfortunately it would be impossible to control 100% who shows the property or the qualifications of their prospects ...
 - I'll do the best I can to convince all the agents to pre-qualify ... okay?

- ❖ There are a number of new financing programs out there and we'll use the ones that may help convince a buyer to buy your home.

- ❖ Once we get an offer I'll go over it with you point by point and negotiate on your behalf and once it's accepted together we'll handle and coordinate all the details that need to get done in order to have a smooth closing.

- ❖ And finally if you do not have a great agent in the city you are moving to I'll be happy to find one for you.

When can we get started?

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