



## Scripts Closing for the Signature

Remember to agree on the listing price and then close 7 times for the listing signature. Here are some great dialogs to help you sell more homes!

1. What are you looking for in an agent? Have I clearly shown you that I can \_\_\_\_\_? Great! Since that is what you're looking for ... sign the contract!
2. Your interviewing more than one agent clearly shows me that you want the best agent to handle the sale for you. And since you do want the best, are you beginning to notice that my experience is exactly what you are looking for? Let me get to work for you ... or should you just SIGN THE CONTRACT right now?
3. Usually ... by this time ... most people have already ... signed the contract. And when they haven't, it usually means that they are not clear on 1 of 3 things: The price, the commission, or the agent.

Do you ABSOLUTELY need to ... SELL YOUR HOME? Of course ... in fact, you decided ... long before I came over today ... that you are committed to having a great agent ... GET YOUR HOME ON THE MARKET, is that right? After reviewing the CMA ... you know that another agent who wants to take your listing for \$325,000 ... is simply trying to have you sign a long-term contract ... and then ... ask you to lower the price ... week after week ... until it finally sells. Is that what you want? So ... you already know that \$299,000 is the right price for you to ... SELL YOUR HOME ... so that you can move on, right? Super!

Mr. & Mrs. Seller, do you believe ...as much as I do ... that ... I WILL SELL YOUR HOUSE? (Yes) I do too!

4. Be real careful here ... can I tell you why? Most real estate agents work all year long ... only to wind up selling only a few homes every year. Mr. Seller, in the next 12 months, I'm going to sell 40 homes. That's right ... I'll be assisting 40 families to sell their most valuable asset ... and professionally handle the entire transaction for them.

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And, since 1/3 of my business comes from my past clients ... and from referrals from people who know the great work that I do ... you can be sure that I'll take great care of your transaction, too! Isn't that what you are really looking for? **SIGN THE CONTRACT**

5. Studying my Marketing Plan allows you to know that I am one of the very few agents who is fully qualified to handle the sale of your home, don't you agree? Can you see that I am clearly committed to getting your home sold ... so let's simply sign the contract.

6. Now that you've made the decision to LIST YOUR HOME ... you can easily see that there are only a handful of agents who are qualified to SELL YOUR HOME and have you net the most money at closing. So simply ... PICK UP THE PEN ... and sign the contract with me ... I'm committed to selling your home!

7. Simply because you want the best representation, you'll notice that my experience matches what you are looking for. Since you have all of the information that you need in order to ... make the decision ... all you need to do now is to ... pick up the pen and ... SIGN THE CONTRACT to get things started. Isn't that great?

8. I respect your wanting to think it over can I share with you a concern? My List price to sales price ratio is X% above the board average and I'm concerned that if you do not choose me you may choose not only an average agent but a below average agent. Can you afford to give away 5% or more of your equity because you chose the wrong agent?

## **MORE GREAT CLOSING DIALOGS**

**We need to talk to a couple more agents ...**

That's great! And I'm wondering what specifically causes you to believe that I'm not the perfect agent for you?

**We need to think it over...**

Great and, I'm curious what specifically causes you to believe that you will know any more later than you do right now? Do you think that I can sell your home? Great! So do I! Just SIGN THE CONTRACT and we can get started!

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## We just don't want to make a decision tonight...

And what I'm hearing you say is that you may not have all of the information that you need in order to feel as though you are making the right decision, correct? The more that we talk the more that you know that we've covered all of the important areas of the sale. Would you feel better if we went through the contract now so I would be here to answer any question you may have on the wording? Great! Let's get started!

## What do you do to sell homes?

Great question and I get the sense that you are looking for an agent that actually knows what they're doing, right? And that causes you to see that my experience and leadership skills will help you to net the most money from the sale of this home, right?

## We don't want to list for that long!

Sure and what I hear you saying is that you really want to feel secure that your home is actually going to sell and that you want some control and feedback as to the progress, correct? So let's put in the contract that I will be contacting you every Wednesday to review the market activity or would you just like to sign pre-arranged price reductions right now?

## How many homes have you sold in our area?

Great question and what I think that what you may mean is ... how will I get your home sold, correct? As you look at my track record, you can obviously see that I have the ability to price homes at the higher-range of fair-market-value, so that you net the most money. Isn't that what you really are looking for?

## We always pray about it and wait for the answer.

Great and what I'm hearing you say is that it is important to get the opinion of an expert that you trust in order for you to ... feel comfortable ... about the decision that you've made, is that right? And the more that you look at how thoroughly we've priced your home to sell and at how an active agent will net you the most money, don't you ... feel assured ... knowing that we've done everything that we can do to sell your home?

Or

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If you're really comfortable with them – really, really comfortable – bow your head and say “Dear God, please let these fine people know that you sent me to them to help sell their home!” : )

**I have to keep my promise to the other agents that we've promised to interview.**

Great! And what I'm hearing is that you have loyalty and that's great! And the more that you realize that all real estate agents value their time, the more that it makes sense not to waste their time, since you are so comfortable in working with me. Why don't I call all of those appointments for you, tell them you listed with me, and then they can be the first agents to bring us a buyer! In fact we could not put it on the open market for 2 or 3 days and let them have first opportunity – they'll thank you and me for giving them that chance.

**We want open houses.**

And what I'm hearing you say is that it is important for your house to be exposed to as many buyers as possible, correct. Great! And that forces you to see why my Active Marketing Plan is the best for you...[explain AMP].

**We want the right to cancel at any time.**

And what I'm hearing you say is that you want control in the marketing and selling process, correct? Great! You'll have complete control over the results that we're going to get when we review the market activity every Thursday. We'll review the pricing compared to all of the competitive properties that are for sale or would you just like to build price reductions into the listing contract?

**We just don't want to make a decision tonight.**

I understand and what I hear you say is that this is a pressure situation for you, right? And the longer that you wait to ... sign the contract ... the more pressure that you'll be under. Give me the go ahead ... let's get started tonight.

**We're going to stick with the last agent, instead.**

Ouch! And what I am hearing you say is that you have some loyalty to that agent, correct? The more you think about 'loyalty' the clearer it becomes that 'loyalty' has to run in both directions, right. And since the 'loyalty' only ran in one direction, you're free to ... list your home with me ... and let him move on to other properties that he can, perhaps, sell.

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**We've already promised another agent the listing.**

Great! And what I'm left with is that you don't really have the trust and assurance that the other agent really knows what he's is doing, otherwise you would not have had me over for a second opinion, right. Let's make this move happen for you or would you just rather sign the contract with me tonight?

**Other agents said that they would do it for less.**

And why that is important to you is that you want to ... net more money ... from the sale of your house, right? Great! And that naturally forces you to see that an agent who specialized in less cannot possibly get you more, can they?

**We want a lower commission.**

Great! What I actually hear you say is that you want to net the most money from the sale, right? Super! And when you let an under-trained, under-qualified and under-motivated agent sell your house, you can see that you'll definitely wind up NETTING less money, don't you?

**You're pushing us! (Ooops! You've Gone Too Far)**

Let me apologize for being so adamant about this ... Can I tell you why? I only want to you assist you the best way that I can. You see ... I know that ... if you don't ... LIST WITH ME TONIGHT ... then you have a pretty good chance of listing with another agent.

Are you aware that most agents sell only a few homes every year?

The thought that one of your biggest assets is going to be priced, the contract negotiated and the transaction managed by an agent who only sells 4 or 5 homes in an entire year ... should concern you enough to ... hire me tonight ... to get the job done well for you!

I am simply demonstrating that I am a strong agent ... and you can see that I am completely qualified to ... SELL YOUR HOME. Can you imagine how strong of a guard dog for your equity I am ... when the buyers try to negotiate their best deal ... from your

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hard-earned equity.

I just don't believe that you should leave your money on the table ... by having an inexperienced agent handled the sale for you, do you? Simply ... sign the contract ... and I'll go to work for you right away!

**No – Thanks – but we're not going to make a decision tonight.**

Great and I can appreciate that – you made a decision before I came over and you're going to stick to it right? Can I ask you a question? Suppose you hired me and a buyer was being shown the house by me and they were showing some buying signals and it was the right house for them – would you expect me to close and ask for them to write up an offer for your review? Of course you would and you'd probably expect me to ask for that offer several times, even after they say no initially. Can I prove to you that I'm that strong of a salesperson? Sign the listing contract – it's the right thing to do – let's get started tonight.

**That was good but we're going to interview other agents.** (We call this the Hail Mary because it's a last ditch effort)

Wow – there's probably nothing I could say or do tonight to convince you to sign tonight is there? I can certainly appreciate your sticking to your guns and not signing tonight. Have I shown you that I can sell your home? And we agree that \$XXX is the right asking price right? Yes – then can I ask you a favor? **(Sure )** Will you be as tough on the next agent(s) as you are with me and not make a final decision and sign anything until we've had a chance to talk again? **Well why not?** Often times when those other agents find out they're competing against me they'll offer to price the home too high or offer to reduce their commission or promise you something that I haven't mentioned tonight but that I offer too! This way you'll be able to ask me any questions or mention any concerns you may have after you meet with those other agents.

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