



SELLERS

General Conversation Advancers

I want my price of \$400K

I understand we are on the same side and we both want you to sell for the absolute highest amount that the market will bring to you today.

So that I can help you better ... what is important about selling this home for \$400K?

I don't want to give it away.

And I certainly don't want you to 'give it away' either. So when you bought this home for \$250K 11 years ago, did you ever think that your home would double in value in such a short period of time?

And so when the market price appears to be closer to \$460K (as the buyers are telling us), are you really giving your property away?

Why don't we take a look at how you can best take advantage of today's market and get exactly what you're looking for.

I want to 'get my price'!

- *We want what our neighbors got a year ago.*
- *We need the equity to take to our next home.*

LEVEL SHIFT: So what I'm hearing you say is that you want to use THIS HOME as a tool to get to your NEXT HOME.

What are the advantages to selling at fair market value today?

There is a large inventory of homes for you to choose from.

Sellers will help you to buy their homes in several ways:

Willing to give a wider-range of terms than just several years ago.

Willing to make optional repairs & even improvements.

Willing to help you to buy-down your loan interest rate.

Willing to help you with seller financing.

Willing to be more flexible on their pricing.

Securing a high-quality & low interest fixed-rate loan is a very smart financial decision.

So my question is ... what is the advantage for you to miss this great market?

YOUR COACHING MATTERS



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

We want to RENT the home.

Calculate their Return on Equity (ROE) while appreciation has taken a vacation!

Can we take a look at this is a way that makes sense for you?

Will renting the home solve the problem – long term?

Return on Equity for a property with \$350,000 in equity.

\$2000 in Gross Rent = \$24K (taxes + maintenance + Insurance + Prop Management+ vacancy factor)

Net rent is closer to \$1,000 per month (3.4% actual ROE)

Huge risk – someone living in their home with unlimited liability if someone gets hurts.

The property is NOT set up in a Ltd Partnership or a LLC.

Continued loss of equity in today's market.

Next year, same house sells for \$325K

When you factor in loss of equity, the return is less than zero!

How is that a good decision?

Wouldn't they be better off with \$350,000 in actual CASH to invest?

By selling AT TODAY'S FAIR MARKET VALUE and investing in safe government bonds, \$17,000 risk-free returns in bonds paying a 5% return.

If they are buying another home ... and need a mortgage ... the lender will automatically compute a 25% vacancy factor for the rental property they are keeping.

\$2000 PITI + Maintenance

\$2000 Rent ... signed lease agreement.

Client thinks they are at a break-even point.

Their lender will take the \$2000 in rent ... then compute a 25% vacancy factor!

That will show \$2000 in Expenses and only \$1500 for income.

It's like have a \$500 / month additional bill that works against them in qualifying.

Aren't most people pretty tight when qualifying for a new loan?

This could cause them to NOT QUALIFY for their dream home!

Other Agents Sells More

They do have a big team. Have you ever thought about how little time those 'top agents' actually invest in your particular sale?

See ... what many people don't realize is that the so-called 'top agents' MUST spend so much time in generating business, that they don't have that much time left to actually do what you've hired them to do!

4493 Coventry Way NE · Roswell · GA · 30075 · (678) 694-8560

www.YourCoachingMatters.com

YOUR COACHING MATTERS



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

They have big teams that get delegated yet another client to work with. Many times, these team members are transient; less qualified and have little or no interest in you and your needs. How can they? Have they spent the kind of time with you that I am? How can a 'team' give you the comprehensive attention that your home and your equity deserves?

Have You Sold In My Price Range

Isn't the real question: Why are other agents qualified to sell your home when they only sell a couple of homes annually?

When you realize that your equity depends upon the negotiating ability of your agent! And then you realize that most people who sell in this price range sell only one or two homes annually, how sharp can their negotiating skills be? They only get a couple of 'at bats' per year! And then you realize that half of their income depends on selling a home ... have you ever wondered if the 'advice' you get is for your benefit – or for theirs. Since you'd never select your doctor or lawyer or any other professional that way, let's talk about how we can sell your home in a way that is comfortable for you?

FEE IS TOO HIGH ...

You want a lower fee because you think that will save you money and bring you the skills needed to sell in today's buyer's market ...

Reduced commissions are reduced for a reason ... the person representing you lacks the ability to negotiate on your behalf ... and they are proving that statement to you since they lack the ability to negotiate on their own behalf.

And I've surpassed that many years ago.

Now I'm looking for clients who simply understand that a job is well done and well paid for – the two go hand-in-hand ... instead of people looking for kids fresh out of real estate school who think they can sell properties in a buyer's market. Make sense?

I understand ... it never hurts to ask, does it? Okay, let move on and get started tonight.

Would you like to be handled on a 'volume-basis' or would you like to net the most money possible, given today's market?

Do you know that 70% of the listings taken over the next 6 months will actually expire ... and NOT sell?

What are you willing to give up ... so that you pay a lower commission?

4493 Coventry Way NE · Roswell · GA · 30075 · (678) 694-8560

www.YourCoachingMatters.com