



Pacing & Leading

Getting Sellers Into Action!

Right now, people (including real estate agents) are confused about the real estate market. Every day, they are bombarded with conflicting information. Remember that if your client's motivation is strong it will always take precedence above the ups-and-downs of any market. Get their motivation first! They need your help to bridge from where they are to where they want to be!

Persuasion Techniques

We can use the Pacing & Leading pattern to help them accept the realities of today's real estate market. We can also use softening statements to deliver the information they most need to hear.

Pacing & Leading – Getting our prospects & clients to agree with us;

Pace – Something we 'agree on'; they think 'Yes!'

Lead – Something that we want them to know & believe; It follows several 'Pace' statements.

Softening Statements

I only mean to help you the best what that I can.

So that you can get exactly the outcome you're looking for ...

So that we will make the most of our time together ...

So that you can get exactly what you most want ... ·

YOUR COACHING MATTERS



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

Presenting An Offer To Your Sellers

This is the only offer we've received in 3 months (pace) so while we're on the phone (pace), discussing this offer (pace), **let's keep an open mind** (lead). With summer coming to an end (pace) **the market is slowing down.** (lead) And since the market is slowing down, now is the perfect time to **be open to all offers.** (lead) So let's come up with a way to make this offer happen, so that you can get to the home with a pool.

This is the only offer (pace) and we're in the busy summer selling season, (pace) even though there have been many people coming to look at your home.(pace) we've received no other offers. (pace) This clearly tells us that **we have got to seriously consider this offer** (lead)... if you're ever going to move. As you can see, they are offering \$750,000 and we're listed at \$799,000. (pace)**It is becoming more apparent that the price that they are offering is pretty close to the true market value,** (lead) don't you agree?

Because you do want to move to the home with the bigger yard for your family,(pace) **let's do something that will work for both sides.** (lead)You can **simply accept this offer** (lead) ... to get your kids into that big yard, okay?

Price Adjustments with Sellers

We've had the property listed for sale for 14 weeks now (pace) and it has been shown many times to qualified buyers. (pace) Since we've had no offers, (pace) **we need to take a fresh look at your pricing.** (lead) **Perhaps you'll decide to make an adjustment** (lead) so that you can get to your next home.

You can see that we've had 2 others sell (pace) and 3 more have come on the market (pace) and all at lower prices than your home. (pace) Is it already occurring to you that the market is telling you that **your home is priced too high.** (lead) Since it's about the price, **let's re-adjust the price to \$749,900** (lead) and sell your home ... so that you can move up to the new property. Doesn't that make sense?

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

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