

Showing to Close



Recognizing their Style

OUTGOING



Dominant
Direct
Demanding
Decisive
Determined
Doer
D _____

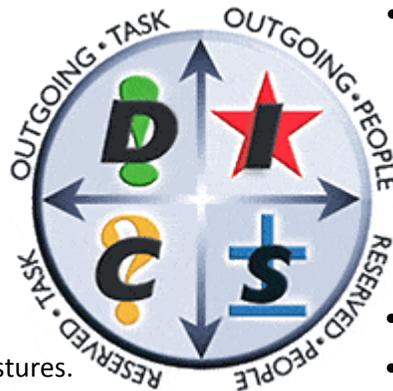
Inspiring
Influencing
Impressionable
Interactive
Impressive
Involved
I _____



- I may seem _____ to you.
- Expect me to use _____ gestures.
- I may _____ you.
- My tone tends to be _____ and _____.

- I may seem _____ to you.
- Expect me to use _____ gestures.
- I may be _____ you.
- My tone tends to be _____ and _____.

**T
A
S
K**



**P
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L
E**

- I may seem _____ to you.
- Expect me to use _____ gestures.
- I may focus on _____.
- My tone tends to be _____ and _____.

- I may seem _____ to you.
- Expect me to use _____ gestures.
- I may prefer _____ you.
- My tone tends to be _____ and _____.



Cautious
Calculating
Competent
Conscientious
Contemplative
Careful
C _____

Supportive
Stable
Steady
Sweet
Status quo
Shy



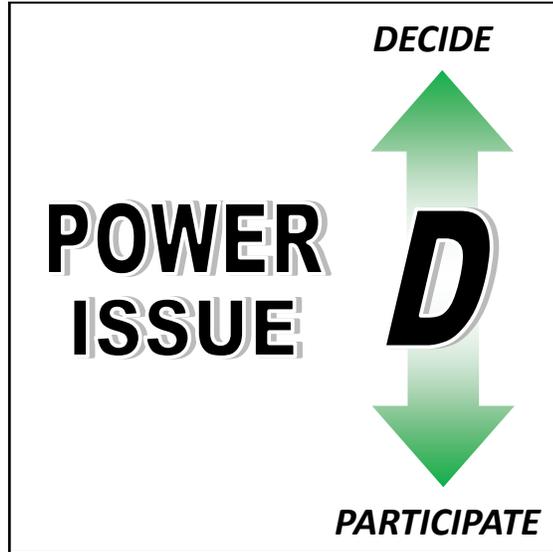
RESERVED

S _____

What's Important when Showing Property?

OUT

BASIC PRIORITY is Power



HIGH **D** TYPE

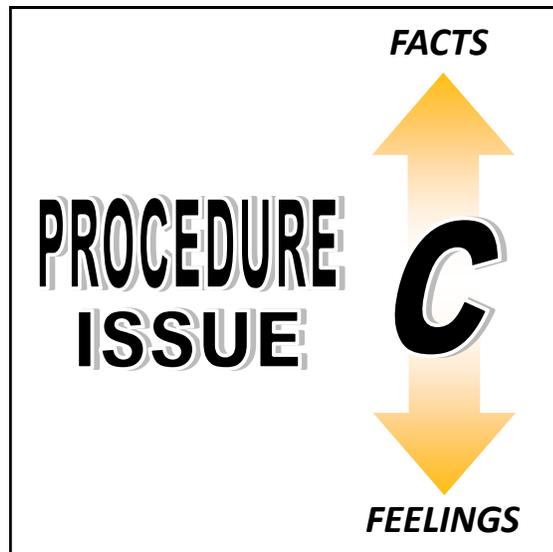
THEIR ISSUE	Power
THEY WILL	Decide
IN ORDER TO	Solve Problems
THEIR FOCUS	The Goal

I want to know _____?
 If I am really interested, I will _____.
 I want you to be _____
 because I will decide _____.

**T
A
S
K**



BASIC PRIORITY is Procedure



HIGH **C** TYPE

THEIR ISSUE	Procedure
THEY WILL	Seek Facts
IN ORDER TO	Uphold Principles
THEIR FOCUS	The Rules

I want to know _____?
 If I am really interested, I will _____.
 I want you to be _____
 because I will decide _____.

Recognizing Their Basic Priority in Decision Making



- Their priority for _____ means that they would decide to buy a home that is in a prestigious neighborhood and has strong curb appeal.
- Emphasize the _____ of the property using words like “stately, traditional, solid”.
- They usually move to solve a specific _____ ... show how this home solves their problem for them



- Their priority for _____ means they will feel great about a house that has inviting, open floor plan.
- Emphasize that people will love to _____ being there with them. Be _____ about the house and say something like “What a great place to have a party!”
- Tell them about other people in the neighborhood, or if there are swim/tennis or other group _____ that they may enjoy.



- Their priority for _____ means that they will need reassurance that this house has some of the _____ benefits of their old home. In reality, the differences are benefits that will make their family more _____.
- Emphasize comforts, friendliness and _____ of the neighborhood, and practicalities of the home.
- Give them _____ to process their feelings about the home.



- Their priority for _____ means that they will expect a house to be in good condition, a good value and a safe _____
- Emphasize the unique qualities of the home, its resale value, and how it will meet their _____ for specific concerns they have expressed.
- They will want to _____ your information with a third party, so encourage them to do so.

Showing to Close Again and Again...

1. Recognize your client’s _____ and show to your client’s _____. You will find their home!
2. Negotiating the sale means reading the style of the other agent and working _____ them to close the deal.
3. Show the property with your _____, but _____ for your struggles!
4. Find what works well for you, then use that tool. Make it your _____!

You don’t _____ real estate, you _____ it!

As you show real estate, emphasize what is important to _____!

GOING

What's Important when Buying Property?

HIGH / TYPE

THEIR ISSUE	People
THEY WILL	Interact
IN ORDER TO	Persuade Others
THEIR FOCUS	The Popular

BASIC PRIORITY
is People

INTERACT

PEOPLE ISSUE

ISOLATE

I want to know _____?

If I am really interested, I will _____.

I want you to be _____

because I will decide _____.



HIGH S TYPE

THEIR ISSUE	Predictability
THEY WILL	Seek Stable Routine
IN ORDER TO	Maintain Status Quo
THEIR FOCUS	The Accepted

BASIC PRIORITY
is Predictability

ROUTINE

PREDICTABILITY ISSUE

CHANGE

I want to know _____?

If I am really interested, I will _____.

I want you to be _____

because I will decide _____.

PEOPLE