Recognizing Their Basic Priority in Decision Making

(D)
- 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

(I)
- 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.

(S)
- 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.

(C)
- 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_____!**