

The Real Estate Conversation Guide

Start conversations. Build relationships. Create opportunities.

THE CORE IDEA

Your job is not to have the perfect script. Your job is to understand what is really going on, ask the right question, and lead the client toward a good decision.

“If you don’t open yourself up to those conversations, you’re basically a secret agent.”

- Sean Sutton

ASK → DISCOVER → CLARIFY → LEAD → FOLLOW THROUGH

1. Stop Being a Secret Agent

Sean teaches that the ability to have a functional conversation with a complete stranger is an important professional skill. It can be learned, but it takes enough confidence - or “moxie” - to break the ice and start communication where none existed.

1

Practice the skill

If opening a conversation feels uncomfortable, practice it. Avoidance does not build confidence; repetition does.

2

Let people talk

Sean points out that people like to talk - and they like to talk about themselves. Curiosity gives you somewhere to begin.

3

Use the natural opening

Everybody has something to say about real estate, and many people have a question about it. Being licensed gives you a natural reason to participate in those conversations.

4

Own what you do

There is no shame in being a real estate agent or salesperson. If you hide what you do, people cannot connect you with the need when it appears.

FIELD REMINDER

Do not enter every interaction looking for an immediate transaction. Enter it willing to meet people, listen, and create communication.

2. Stop Pitching. Start Asking Better Questions.

One of the easiest ways to weaken a real estate conversation is to start proving what you know before you understand the person in front of you. The Week 4 training applies Sean's conversation-first philosophy to buyer and seller situations.

ASK

Before giving advice, get oriented. What is happening? What changed? What matters most? What is the person trying to accomplish?

DISCOVER

Listen beyond the first answer. Motivation, timing, finances, family, risk and future plans can all change what good advice looks like.

WHEN YOU HEAR: "WE'RE JUST LOOKING."

Do not automatically hear rejection. Treat it as information. The useful question is what caused them to start looking in the first place. They may be early, exploring options, responding to a change, or trying to understand whether a move makes sense.

PRACTICAL QUESTIONS TO CONSIDER

- What prompted you to start looking?
- What are you hoping will be different if you make a move?
- What matters most in the decision?
- Is there a timing issue we should understand?
- What would you need to know before a next step makes sense?

These are implementation prompts built from the Week 4 framework; they are not presented as verbatim quotes from Sean.

3. Clarify Before You Try to Overcome

A surface statement is not always the real issue. Instead of rushing into a rebuttal, identify what is unresolved.

WHEN YOU HEAR: “I NEED TO THINK ABOUT IT.”

What is “it”? Price? Timing? Financing? Another decision-maker? Uncertainty about the move itself? You cannot address a concern you have not identified.

A useful response from this week’s training:

“Absolutely. What part of the decision do you feel like you still need to work through?”

The objective is not to corner someone into a yes. It is to understand the hesitation well enough to determine whether your expertise can help.

LEAD

Once you understand the situation, be willing to make a recommendation. A professional agent should know the market, understand contracts and pricing, negotiate effectively, and tell a client something they may not want to hear when the facts support it.

SELLER EXAMPLE: “ANOTHER AGENT SAID MY HOUSE IS WORTH MORE.”

Do not make the conversation a contest between two agents’ numbers. Bring the seller back to evidence, positioning, timing, consequences and the outcome they are trying to achieve.

4. Conversation → Relationship → Opportunity

Sean's Tellico Village example brings the entire idea together: people prefer to do business with people they know, like and trust. Creating communication and conversations is how those relationships begin.

KNOW	Be visible and approachable. Let people know what you do.
LIKE	Show genuine interest. Listen. Find common ground. Be yourself.
TRUST	Be useful, consistent and focused on the person's best interests.

FOLLOW THROUGH

Do not let a good conversation die with "I'll check in." A useful follow-up should have context and a reason: information you promised, a property that fits something they told you, a market change that affects their decision, or a logical time to revisit an unresolved issue.

BEFORE THE CONVERSATION ENDS

Ask yourself: Did I learn what matters? Is there an unresolved question? Is there a logical next step? Did I earn permission to continue the conversation?

Good follow-up is not repeatedly asking, "Are you ready yet?" It is continuing a conversation that already has meaning.

5. The Conversation Field Guide

Keep this page on your phone. Use it before an open house, community event, buyer meeting, listing appointment, showing, networking event or follow-up.

ASK

- What do I need to understand before I recommend anything?
- What open question will help this person start talking?

DISCOVER

- What changed?
- What are they trying to accomplish?
- What matters most - and why?

CLARIFY

- What does that statement really mean?
- What is unresolved?
- Have I identified the concern before responding?

LEAD

- What do the facts support?
- What recommendation serves this person's goal?
- Am I advising rather than pitching?

FOLLOW THROUGH

- What did I promise?
- What would make the next contact useful?
- What is the logical next step?

THE SIMPLE STANDARD

Open the conversation. Listen closely. Understand the situation. Clarify what matters. Lead with professional advice. Then follow through with purpose.

Practice the skill. Build the relationship. Stop being a secret agent.