

THE PANEL SCRIPT BOOK

190 scripts. 33 producers. Every word transcribed.

Not written by a marketer. Transcribed from working agents saying these words on a live call, with their names attached.

How to use this

Every script in here was said out loud by a named producer on a Billion Dollar Panel call, then transcribed. Nobody wrote them to sell you anything. That is the whole point.

Which means some of them read a little rough. People do not speak in clean sentences. Resist the urge to polish. The rough version is the one that worked on a real seller.

Three rules

One. Say it out loud before you use it. If it does not sound like you, change the words but keep the structure. The structure is what is doing the work.

Two. The pauses matter more than the words. Where you see three dots, that is where the other person talks. Most agents lose the script by filling that silence.

Three. Learn one a week, not forty in a day. An agent who owns four scripts beats an agent who has read two hundred.

What is inside

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At the Door

Open houses and door knocking. The moment you have about four seconds to stop being a stranger.

Never praise the house at the door; ask what they think of it instead.

"Hey, what do you think about this kitchen? ... What brought you by here today?"

BRIAN YARBOR

Before the neighbor leaves the open house, ask which of their neighbors they would go talk to about selling.

"If you were me. And you had your real estate license. Which one of your neighbors. Would you go talk to about selling?"

BRIAN YARBOR

Lead the door conversation with a specific sale and convert it into an automated market-update subscription.

"Hey, by the way, did you know this house sold up the street? And did you know it sold over market price?... Would you be curious to give me your email and I'll put you on my Homebeat?"

CRAIG LERCH

Ask which agent they are working with rather than whether they are working with an agent.

"Open houses is not, are you working with a realtor? Which realtor in town are you working with? Huge difference in result. Huge difference in result. When you say, are you working with a realtor? They all say yes. When you say, which realtor in town are you working with? They, there you go. They don't answer you."

MITCH RIBAK

Do not try to run an appointment at an open house; set one for later in the week.

"Thanks for stopping by. On a scale of 1 to 10, where do you guys see yourselves as a buyer today? Like, where are you in this process? ... Hey, that's great. You know, every seller today wants a 10. And I'd love to sit down for 30 minutes to show you exactly what every seller is looking for in this marketplace. And I'd love to sit down and meet with you this week. Would Tuesday be great or maybe Thursday afternoon around 4?"

BRIAN YARBOR

After they name an agent, probe whether any actual work has been done before accepting that they are represented.

"They say, well, Bill Jones. I'll be like, oh, has Bill been showing you a property? And they're like, well, no, no. I go, well, how do you know Bill? He goes, well, oh, he registered on his website. So they're not really, so you're not really working with Bill."

MITCH RIBAK

Offer to walk them to the two other homes around the corner; about eighty percent say yes.

"I have two more homes around the corner that are for sale. Would you like to go take a look? They're the same price range. I think you might like them."

MITCH RIBAK

If the buying timeframe is now, shut the open house down and keep showing homes that day.

"Why don't we, I'm going to close my open house. Let's just go look at more homes. You guys want to do that?"

MITCH RIBAK

Flyer the thirty houses around an active flip as the designated point of contact for the site.

"I want to be the voice for this property. So if you hear anything that you're being disturbed by. Call me."

RANDY ZIMNOCH

Never assume the person at the door is a buyer; ask what brought them by and then go quiet.

"Hey, thanks for stopping by. My name is Brian. Can I ask you what brought you by here today?"

BRIAN YARBOR

Door knock the new listing's neighbors with the pick-your-own-neighbor angle.

"Hey, you know what? My team and I just listed this beautiful home. That's your neighbor's house. We believe that we priced it right. And, you have the opportunity to pick your own neighbor. So who do you know that you would like to have live two houses from you?"

ULYSSES VEGA

Never ask whether they are working with an agent , ask how they heard about the open house.

"I never ask, are you working with an agent? I typically ask, how did you hear about the open house? ... Cause if they say, well, you know, I saw it online, then that tells me that they're way more serious than someone who said, Oh, I was just driving by and I saw the sign."

BOBBY MARTINS

Tell a seller who expects portal open house ads that signs generate the traffic and leave it there.

"We don't advertize them on Zillow and open. We just put in lots of signs. That's what we found is that it's generated the most traffic."

MITCH RIBAK

Call the outside agent who listed inside your farm and ask to hold it open for them.

"I would love to market it for you. And I'll put right in there acknowledging you and giving you credit for the listing. But that allows me to bring you a buyer. Would you be open to that?"

BRIAN YARBOR

Door knock off a just-sold in the neighborhood and close with who do you know.

"Hey, we just sold a home in your neighborhood. We have lots of buyers. We had multiple offers on it still, even in this market. You know, who do you know that might be looking to sell?"

CAMERON SMITH

Open at the door by naming the owner, their tenure and their floor plan, then compliment the house.

"Hey, my name is Brian, are you Mr. Smith? It looks like you've been here for about eight years now. I'm just curious. We've never met, but I just wanted to introduce myself and I want to show you your tax records. And I just want to know, is your home still a four bedroom, three bath, 1,800 square feet?"

BRIAN YARBOR

Ask what brought them by, then hand the first thing they say back to them as proof you are the area expert.

"You know what brought you by this open house today ... Hey great as an expert in area other than a view what else is going to be important to you."

BRIAN YARBOR

Record a door-knock video for the mailer where you address the neighbour from their own doorstep.

"Hey, guys. It's Emily at your door. And I didn't want to disturb you, but I wanted to tell you about a recently sold home in your neighborhood that we did as a pocket listing. We did this using our advanced video marketing."

BILL KERBOX

Attribute the sign-in request to the owner, hand over a pen, then turn your back and stop talking.

"The owner asks that everybody that comes in sign the open house card and I hand them a pen and I turn around and shut up ... While you're doing that I'll go grab you a house flyer."

DENNIS DESOUZA

Ask two low-pressure questions from your seat and let the visitor approach you twice before you sell anything.

"Hey guys do you have any questions ... No, that's okay, say okay great, well if you do I'm here to help, I have some more information for you guys if you want it, and then you shut up."

CAMERON SMITH

Knock the neighbours on Thursday for a Saturday open house and invite them to a private hour of their own.

"I'm just letting all the neighbors know, just in case maybe you know somebody that you'd like to pick as a neighbor... The open house is from 12 to 5, but I'm doing a special open house just from 1 to 2 o'clock just for my friends, clients, and the neighbors."

DAVID LAWSON

Data-mine the neighbor who says they will never move with three questions about the community.

"Share with me. What are your top three favorite things of living in this community?"

RENEE FUNK

Qualify with the list price and let the answer sort the visitor for you.

"I tell them this house is listed at X. Is that in your price range?"

BRIAN MOSES

Walk a represented buyer down the list of things their current agent is not sending them.

"Is the person that you're working with right now, I don't like to step on anybody's toes, are they supplying all the divorce list to you, no. Are they supplying the pre-foreclosure list to you?"

PETE MIDDLETON

Test machine-handwritten cards with a real stamp against the neighbors of your own listings.

"I just sold one of your neighbor's homes. You know, we had multiple offers and we have buyers that are still looking in your neighborhood. You know, if you're considering selling, I'd love to talk with you. I can give you your home's value and offer and also describe specific tactics to still generate multiple offers. Send me a text or give me a call."

MATT BATTIATA

Door knock the surrounding blocks and offer neighbors a private hour before the public open house.

"Hey, I'm doing an open house on Saturday from 10 to 2. I'm going to do a special open house for the neighborhood from 9 to 10."

MITCH RIBAK

Build a short dossier on every visitor the same way you would for your own buyer.

"What are the important things that you're looking for in a home ... Still please look around this may not fit your needs but I certainly know you know properties in the area that have exactly what you're looking for."

TRACY FELLOWS

Tell the owner in advance you may leave for showings, so you have permission to go.

"My goal is to do from 10 to 4. But I might have an opportunity to do some showings. So I know I'll probably be there from at least 10 to 12."

MITCH RIBAK

Write the mailer so specifically that the reader recognizes their own unit, rent and floor plan in it.

"Do you currently have a two-bedroom, two-bath with no garage paying \$1,800 a month? Did you know that you could buy a home with a garage and your mortgage could be \$1,800 a month?"

BRIAN YARBOR

Offer to pause the open house and walk them to two bigger homes around the corner right now.

"I actually have two more homes around the corner a little bit bigger, I think might fit this. Would you like to go take a quick look? I could pause my open house and take you over real quick."

MITCH RIBAK

Use previewed vacant listings nearby to convert open house visitors who do not like the house they are standing in.

"Hey you didn't like this one but there is one that has similar layout down the street it's actually vacant you need an agent to show it but I can go ... I'm not going to tell you where the address is it's something that nobody knows of but I have the key and I can get you in meet me here at four if you want to buy it."

CAMERON SMITH

Run a four-question open house sequence that ends with an ethical offer to notify them of similar homes.

"How long you've been looking for a home have you seen any homes you've liked second question have you seen any homes you've liked geez you're kidding did you make an offer on that or what happened to that house ... Well great if a house like that were to come on the market again would you want to know about it we sell a lot of homes one comes across my deck would you want to know about that."

BRIAN YARBOR

Never ask whether a visitor is working with a realtor; ask which realtor in town they are working with.

"I don't ask anybody are you working with a realtor, ever. It's which realtor in town are you working with."

RENEE FUNK

Before the area expert leaves, ask which of their neighbors needs your services, then knock that door using their name.

"If you were me, if you were a realtor, which one of your neighbors do you think would need my services right away?"

BRIAN YARBOR

On the Phone

Prospecting calls, expired listings, for sale by owner, and the follow-up that most agents never make.

Open with what is your story and follow it into how long since they last sold.

"What's your story? ... What's your situation? Where are you now? ... How long you've been there? When was the last time you sold a home? ... The past is the past. This is the present. It works a little different. Are you willing to listen to that?"

CRAIG LERCH

Ask who else they have met and why they have not hired them, then stay silent.

"Have you talked to other agents? Are you talking to other agents? ... Have you met with some, yes. Why haven't you hired them?"

CRAIG LERCH

Ask on the pre-listing call whether they have considered selling it themselves or carrying a note.

"Have you ever entertained selling the house yourself? If not, why not? What do you do for a living? ... Would you consider carrying a note back? ... Would you offer seller financing?"

PETE MIDDLETON

Ask why they chose a specific finish, then stop talking.

"Wow, okay, you chose to go with Carrera marble. That's gorgeous. What is it that you love about that? Why? ... Shut up and listen. Shut up and listen."

WENDY ROSS

Four rapport questions get the seller to hand you their own playbook.

"So Pete, tell me, what would selling this home mean to you? ... Pete, I'm curious. What is driving you to sell? ... Pete, I was wondering, what are your ultimate goals for selling and where would you go? ... And Pete, how are you going to choose the agent you list with?"

DAVID LAWSON

Work three specific questions into any large party where you do not know people.

"Hey, how do you guys know the host? ... How long have you had lived in this area and where'd you move here from? ... Hey, when you move next, where do you think you'll go?"

BRIAN YARBOR

Present a small inspection repair to the seller as good news already handled rather than as a request.

"Hey, guys, good news. It passed inspections. We got to fix one thing. It's like 800 bucks. No big deal. We're doing it."

CAMERON SMITH

Qualify an investor with three questions, and the acquisition channel is the one that matters.

"How long you been investing? What type of investing do you do? ... What are your main acquisition channels?"

RANDY ZIMNOCH

Use a grocery-store line that converts any stranger into a database contact via the monthly market update.

"Hey, how's your day going today? ... Well, it's great. I'm in the real estate business. It's kind of crazy ... One of the things I do for my friends is I send them an update every month on the market. Would you like me to do that for you?"

MITCH RIBAK

Ask the direct-mail investor what happens to the leads their cash program cannot use.

"What are you doing with the leads that don't qualify for your cash purchase program? ... Would you be open to making income of those leads? ... Would you be open if I door knock where you market?"

RANDY ZIMNOCH

Refuse to fund the gap by declaring yourself the facilitator, not a participant.

"You're a facilitator. You're not a participant. Your name's not on the deed. ... I'm not participating in it. I'm a facilitator. You hired me to facilitate this to get you the money you want. If you don't want this money, use the pen. Don't sign it. Let's counter."

PETE MIDDLETON

Close discovery with a single question about the outcome that matters to them.

"I've thoroughly enjoyed speaking with you. Can I ask you one final question? ... How can I make this the biggest win of your life?"

PETE MIDDLETON

Follow the where-are-you-going answer with family questions until the emotional hot points surface.

"When I sell your house in the next 30 days, where are you moving to? I'm moving to Montana. All right. Why? ... So how old are your kids and how old are your grandkids? What do you guys enjoy doing?"

PETE MIDDLETON

Answer a fee cut by making the seller choose which marketing channel to delete, then force lowest fee versus highest price.

"If we cut our fee, we've got to cut back on our marketing. We don't know where the buyer is going to come from your home. I like to leave no stone unturned. ... Which of our marketing pieces do you want us to cut out? Do you want us to cut out Zillow? Do you want to cut out realtor.com? Do you want us to cut out YouTube? ... Do you really want the lowest fee or do you want the highest price? ... Why don't we leave my fee where it is and let me earn it? Let me get you the top of the market. Is that fair?"

BRIAN MOSES

Build a database from the grocery checkout line by always choosing the longest queue.

"Hey, how's your day going today... I'm in the real estate business, crazy right now... How's the market? ... It's a little crazy right now. So one of the things I do locally is I send out a monthly email with the market update, what's going on in our local market. Would you like me to add it to that list?"

MITCH RIBAK

Answer the phone commission question with never highest, never lowest, then stop talking.

"I'm never the highest. I'm never the lowest. But I don't know until I meet with you. ... When does your schedule fit that I can walk your property or meet with you?"

CRAIG LERCH

Call the listing agent on every pending comp, because pendings are the only relevant comps in a moving market.

"Hey, on your listing on one, two, three banana street. Can you tell me like, how many offers did you get? ... Hey, can you tell me where you're at as far as asking price? ... Come on, Cameron. Just, can you tell me where you within 25,000? ... The reason I'm asking is I have a very close friend who's going to have, is thinking about listing their home. And I really want them to be realistic."

GAIL DEMARCO

Replace the logistics questions with emotional ones on the listing appointment.

"What would selling this home mean to you and your family?... What is driving you to sell this property right now? And what are the ultimate goals that you're trying to accomplish?... How are you going to choose the agent that you list with?"

DAVID LAWSON

Drive the area with a pen and pad, list the worst-kept houses, then call those owners.

"Hey, I noticed your house, I have people looking in your neighborhood... Would you consider selling? Yes I would. Okay, what price excites you?"

PETE MIDDLETON

Open a stranger conversation by complaining about the line, then let them ask why you are in a hurry.

"Oh my gosh I go I can't believe how long this line's taking... And they're like why what's going on... Oh I'm in real estate and I am so slammed."

CORINNA DANINGER

Ask who do you know, never do you know anyone.

"Don't ask closed-ended questions, ask open-ended questions ... Who do you know? Not, do you know anyone?"

PETE MIDDLETON

Never say commission - say professional fees.

"When somebody says, oh, what are your commissions? ... You would say, my professional fees are this."

PETE MIDDLETON

Make five check-in calls a day, talk life first, then ask one referral question and stop talking.

"By the way, can you help me? ... Who do you know that's looking to buy, sell, or diversify into real estate in the next 30 days? That's it. And then shut up and see what they say. ... Thank you for thinking about me. I'd appreciate it if you think about me often and pass my name along. It would mean a lot to me. Do you mind if I check back with you in two weeks?"

PETE MIDDLETON

Ask whether the front door is unlocked before you deliver the price.

"This is your front door unlocked ... You better unlock it and open it ... Because you're going to throw me out. You're going to chase me out of here. I said, because you may not like what I have to say."

GAIL DEMARCO

Answer how's the market by asking which part of the market, listing the segments out loud.

"That's such a great question. What part of the market are you considering? Is it condos? Is it single family homes? Is it multifamily? Is it an investment? Is it distressed properties? Is it a second home?"

PETE MIDDLETON

Collect a backup number and the preferred contact method, then get permission to break it.

"I have your phone number at 555-1212. Is there an additional number in case I'm unable to reach you on that? What about your email? What's best? Do you prefer call? Text? Email? Oh, I prefer text. Okay, great. If for any reason I need to call you, is that okay?"

BRIAN MOSES

Ask what selling would mean for them, then push the same question one layer further into the finances.

"Oh, you want to go closer to your grandkids. Great. So what would that mean for you?... And, you know, what about your financial stability? What does it do for you financially if you were to sell this house?"

BOBBY MARTINS

Close for the appointment by removing urgency, then reintroducing scarcity through your own calendar.

"It sounds like you're not in a rush, Pete. So we don't need to get together today or tomorrow. How's next week look? ... I can, but my schedule fills up quickly. What day do you want to do it? And I'll just text you that I'm on my way."

BRIAN MOSES

Challenge a defensive agent on the other side with the snow globe question.

"I have a question. Are you living in a snow globe or are you living in a blue ocean? I don't care what company you're at. ... Because right now, you're negotiating like a snow globe."

CRAIG LERCH

Ask what they do not like about the house, never what they like.

"I don't ask them if they like the house ... I ask them, what don't you like about the house? ... Then I say, well, this house is definitely not for you, but I have a house that will fit perfectly for you. Can I represent you on that house?"

CORINNA DANINGER

Ask what they love and will miss most, and what buyers would enjoy, so you can echo it in the walkthrough.

"What have you enjoyed most about your home? What are your favorite things? What are you going to miss the most? ... What do you think prospective buyers would enjoy most about your home?"

BRIAN MOSES

Keep a list of go-to soundbites and reuse them for your whole career.

"My job is to protect your equity ... Yeah they're going to list it at 1.8 but when you hire me I'm going to sell it ... As a professional real estate agent I study homes and prices every day."

DAVID LAWSON

When the agent does not pick up, text a compliment and an offer of help before asking for anything.

"This is who I am. I'm dying to talk to you. Congratulations on your new listing. It looks awesome. I'm here to help. I'm the expert down the street. Would love to help you in any way possible."

PETE MIDDLETON

Group text your database a portfolio check-in rather than a real estate pitch.

"Hey, I've been thinking about you and your family. How's your real estate portfolio looking? Are you diversified? ... Just want to remind you I'm connected everywhere."

PETE MIDDLETON

At the Listing Appointment

Winning the listing, and pricing it so it sells.

Close the pre-appointment call by asking red or white, and never arrive without a gift.

"You like red or white? ... My family has a winery. You sure you don't want a bottle? ... You ever heard of Caymus?"

GAIL DEMARCO

Set the agenda out loud at the start of the meeting and get the seller to agree to it.

"Let's have a quick conversation about what we're going to do today ... Let's tour your home ... Let's discuss your goals and timing ... Let's review my process in a little bit more depth. And again, understand that I'm going to follow up with a CMA ... Does that sound okay?"

WENDY ROSS

Name your pre-market off-market period and sell it as a branded program.

"It's the Stout Team Quiet Sale. You haven't heard about the Stout Team Quiet Sale? ... What do you mean? You sure you haven't heard about it? Everybody knows about it. It's great. Let me tell you what it is."

ROSS STOUT

Get the price reduction by driving the seller through the competing houses in person.

"Look at this kitchen. Is your kitchen more valuable than this kitchen? Look at the flooring... Is this living room better? Is this flooring better? Is this yard better? Is this pool better?"

MITCH RIBAK

Find the seller's true bottom line by walking a fast ladder of hypothetical all-cash offers.

"Right now in the San Diego market, 22% of the sales have been all cash. Would you entertain a cash offer? ... So let's say the house is worth 2.5 million. So I'll say if an all cash person brought in an offer at \$2 million, close in 10 days as is, is that something you would entertain? ... I'll say, okay, how about 2.25, 10 days? And I just go very rapid. ... All right, how about 2.5? All cash, close in 10 days. Yeah, I would entertain that. That's their bottom line. I don't have to ask them, hey, what's your bottom line?"

PETE MIDDLETON

On a listing appointment, pull up your Google-verified sales map and ask whether the other agent has one.

"I have one question. I went to my Google page. I said, do they have that? ... I said, so you want a person who's behind the trends or you want a person that's in the trends?"

CRAIG LERCH

Use your own appearance as the argument for how you will present their home.

"Mr. And Mrs. Seller, do you know why I wear a suit, sometimes a three-piece suit, and it's 100 degrees here in Orlando, Florida? ... First impressions. Same way that I come in to see your home ... When we get your home on the market, it is first impressions."

PETER LIU

Finish discovery on the downside: what happens if you do not get the number.

"What happens if we sell the home? We get you the number. Where are you going? What's that timeline? How's that going to feel? What happens if we don't get that number? What's our yike? Are you underwater? Do you have to be somewhere?"

CRAIG LERCH

Offer an easy-exit listing agreement and deliver the line fast, from memory, as something you have always done.

"We're so confident. You'll love our service. That for any reason whatsoever. You're dissatisfied. Simply withdraw your listing."

DAVID LAWSON

His listing presentation is now viewership numbers, then price.

"What I do for marketing is I get more views than anyone else. Here's my viewership ... Do you have any questions about how I market homes? And they go, No. Okay, let's talk about price."

CAMERON SMITH

Show sellers that a 999,999 list price gives away half their buyer pool for one dollar.

"I love Barbara, but let me tell you the difference between a realtor that's a marketing expert and just a realtor. For \$1, Barbara gave away 50% of your marketing. ... Anybody looking from \$1 to \$1.5 million will never see your property, ever ... Let me ask you a question. You're looking to buy a home right now, right? ... Do you want to be the top of your price range or the bottom of your price range? 100% everybody says bottom. ... Not only is nobody from the \$1 to \$1.5 million property going to be the one you see, you're the last property they're going to look at in the \$500 to \$1 million range."

MITCH RIBAK

Run the Tuesday call off Monday's report and let the seller propose the next move.

"Hey, did you review the report? Did you read the feedback from all the showings from the open houses, yes. What do you think, Mr. Seller?"

RANDY ZIMNOCH

Close the appointment with a feeling question and a promise to follow up with the value.

"How do you feel about working with me? Do you feel like I can sell your house? ... So I'll look forward to getting your opinion of the value."

BOBBY MARTINS

Ask if they can be ready in a week, then use the no to justify giving a range rather than a price.

"When are you planning coming on the market? Can you be ready? Can you be ready in a week? Oh no, I can't be ready in a week. Exactly. That's why I can't. I'm going to give you a range right now. Because based on today, I have this price."

GAIL DEMARCO

With a full marketing record in hand, the price-reduction conversation has only one possible conclusion.

"Look, we did everything I told you I was going to do. It's in this report. We got all the feedback. You have all the marketing pieces. We did it all. And we still don't have any offers. That only can say that the price is too high at this point ... So what would you like to do? Well, what are we adjusting the price by? What do you feel comfortable with, 50 or a hundred?"

RANDY ZIMNOCH

Attend the seller appointment with the investor and lay both options out honestly.

"Here's their investor offer. Here's what I would list it at on the open market now ... You should be able to net a little bit more money versus the cash offer. Now it's your choice. What is what? Why would you want to sell to the cash buyer?"

RANDY ZIMNOCH

Set the pre-listing spend rule before recommending any work.

"I don't want to spend a dollar. And I don't want to have us spend a dollar at our house unless we get \$1.50 or \$2 back. Agreed? Does that make sense?"

PETE MIDDLETON

Show a live Wall Street Journal ad running for another client's house, then ask a question you do not need answered.

"Do you understand the value of putting your property on Wall Street Journal, Rob Report, Global Mansion, Upmarket, and so on? ... You don't have to answer the question. You just ask the question ... This isn't that big of a deal. I mean, on all these sites, it's only 105 people, but this is 105 of the absolute wealthiest people in the country seeing your property ... Think of it like I got you 105 first showings."

DAVID LAWSON

If the seller does name something impressive, create doubt with three words rather than an argument.

"I simply create doubt and say, huh? Really? You're kidding me. They said that?"

BRIAN MOSES

Refuse to give a price at the appointment and operate like an appraiser instead.

"I'm not here to give you a price today ... I operate like an appraiser. I'm going to come to the property. I'm going to look at your house and then I'm going to go back and look at the comps."

BOBBY MARTINS

Answer the what-do-you-do-differently question by opening your phone and showing your view count.

"What do you do differently? You say, well, I can get the most viewership. And they go, yeah, everyone says that. And they go, no, no, no, no. Let me show you."

CAMERON SMITH

Put the price question in the room immediately, with humor, instead of dancing around it.

"You're a smart individual. You had to have come up with some idea of a price. You've at least looked at Zillow, correct? What would that, if you had a utopia number, what would it be? And what does your heart think it is? ... I might have to bring a resuscitator to juice your heart if it's not right."

CRAIG LERCH

The advance email asks the seller to decide between speed and top dollar before you meet.

"Tell me about you. I want to know what your motivation is. Do you need to find a replacement home? How quickly? What's more important, time or selling for top dollar?"

WENDY ROSS

The fastest price reduction is showing the seller what a buyer must now pay monthly to buy their house.

"Mr. And Mrs. Seller, you know what this buyer is going to need to pay each month to buy your house at this price. Look at this. That's their new monthly payment. ... If you ever want a price reduction really quickly, you show a seller what buyers are having to pay on their house."

BRIAN YARBOR

Say out loud that you are not attached to the outcome, because clients can smell commission breath.

"Look, I'm not attached to the outcome here. If you want to sell your house, you want to buy a house, that's on you. I'm here to facilitate and make sure that you get the best possible service ... We are your moving concierge."

BOBBY MARTINS

Tell the seller outright that the right answer might be not selling at all.

"Look, I just care about your outcome. I want the outcome for you. I want to put you in the best possible position. And that might mean staying here."

BOBBY MARTINS

Draw the bell curve on a piece of paper at the listing appointment and mark where the seller is standing on it.

"I even do this on a piece of paper. I draw a bell curve and I tell them we are here, right? So you can do this simple, right? You are here. We're going down. We're going down. The longer we are going down, the more you're going to lose."

CAMERON SMITH

If they have not watched the pre-listing video, stop and have them watch it while you tour the house.

"Hey, did you get a chance to watch that video? ... You know what? I'm going to walk around your house and just kind of take a look in the meantime, do me a favor, sit on the couch and watch that video."

MATT BATTIATA

Defer pricing to the end of the appointment on the grounds that you do not control the market.

"Asking the highest price doesn't get you the highest price ... The market determines the price, and we're going to cover that, but because I don't control the market, we'll cover that last. Is that okay?"

BRIAN MOSES

Go back to the prequel questions to re-establish why the seller wanted to move before you talk price.

"Where are you moving? When you sell this home, where would you be moving next? What's taking you there?"

CAMERON SMITH

Ask the seller for their knockdown price and work it privately while the list price protects their ego.

"What's your knockdown? What's your knockdown price? If somebody came to you with a number, what is it?"

CRAIG LERCH

Open the listing presentation by asking whether they have any questions and close on a no.

"You walk in and say, do you guys have any questions? If they say no, great. Sign the contract."

CAMERON SMITH

Recommend a specific subset of the marketing menu with a dollar range and then ask how they feel about it.

"Here's what I would do. I would pick this, this, this, this, and this from the list that should cost you around a thousand dollars ... So we're looking somewhere between maybe 750 to 1500 total for the plan that I would suggest. How do you feel about that?"

RANDY ZIMNOCH

Two probing questions replace giving a price: the cash number and fast versus top dollar.

"If I walked in with a bag of cash, how much cash would it take for you to accept an offer today? ... I always start the conversation with, are you looking for a fast sale or are you looking for absolute top dollar?"

BOBBY MARTINS

With Buyers

Qualifying, the buyer agreement conversation, and getting an offer accepted.

Qualify the why-should-I-buy buyer with four short questions before anything else happens.

"Are you staying in whatever city it is long-term? ... Are you confident in your job? ... Are you able to get approved for financing? ... Do you own now or do you rent?"

BOBBY MARTINS

Call the agent whose buyer keeps reopening the disclosures and invite the insulting offer.

"Has your buyer found a house yet? I know you came and there's a lot of interest. What happened? ... We don't want to insult you with an offer. ... Insult me. I love insults. Give it to me."

GAIL DEMARCO

Ask the opposing agent point blank what they are being paid before discussing your own fee.

"What are you getting paid? Well, it's none of your business. I said, I think it is. Because I'll get paid when you're being paid ... Why are you cutting my commissions or my fees?"

CRAIG LERCH

Ask what price they are comfortable with rather than their maximum, and lead the payment question with cash.

"What price are you comfortable with? Now, what is your max price? What price are you comfortable with? ... Will you keep purchasing cash or will you be purchasing with financing? And you always lead it with cash."

CAMERON SMITH

On an inbound listing call, stall to pull up the property, get their name, ask if they are on site, geo-bond, then ask what they are looking for and shut up.

"Let me hold up one second I'm just pulling up on my computer here so I have all the info and what was your name ... Are you in front of that home right now or are you just looking at it online ... Oh yeah me too I love it's beautiful down here where are you from ... Hey we're with a ton of clients from california I get why you're moving what are you looking for ... And then I just shut up ... Now we will need a proof of funds is that a problem for you."

CAMERON SMITH

Ask point blank whether anyone else has met with them like this, then ask for the buyer agency agreement.

"Has anybody else had a meeting with you like this? 90% of them, they say no. They're just Pop-Tarts. They jump around. I say, you want Pop-Tarts? I'll mail you Pop-Tarts. You want an agent? I'm your agent."

CRAIG LERCH

Reward the first strong offer with a private counter instead of putting it into a highest-and-best.

"Look, I've been doing this for a long time, and I want to honor you ... Honor the fact that you came in first and fair, right? So instead of sending you a multiple counter highest and best, John ... We're going to counter you at 1.650. I see your buyer's agent's commission is at 3%. We're going to reduce that to 2.5%. And we're trying to hit that 1.6 number net, okay? If you get your clients to sign a counter that I'm going to send, if you tell me to send it, we got a deal, right? And you're not going to see a multiple counter."

RANDY JONES

Trade a commission reduction for three specific commitments and a handshake.

"You have to promise me you will not tell anybody I've reduced the commission. Do you agree? ... After I do a fabulous job to market and sell your property, you have to promise me that you're going to give me a five-star review on Zillow and the best review you've ever written to anybody on Google. We got a deal? ... I'm going to want you to refer all your friends and family, people in your church group, neighborhood, et cetera ... If your house is \$2.5 million, I'm like giving you \$25,000. So if I give you \$25,000, will you do this for me?"

DAVID LAWSON

When a buyer wants to shave the offer, ask whether losing the house over that amount would upset them.

"Would you be upset if we lost this house over \$5,000? ... So if you'd be upset, I don't want you guys to be upset. I want you to be happy and get this house. If five grand is the difference of getting it at not, let's put it down. Let's sign it. Let's get it done."

CAMERON SMITH

Never quote a fee on the phone , present three named packages and let them choose before pricing them.

"Commissions are completely negotiable. In fact, I have three different options that I'm going to share with you. And that'll be one of the first things that we talk about when I meet you at four o'clock today... Pete, of these three, if money is not an option, which one would you like?... What if I just gave you the Elite package for the Premier price?"

DAVID LAWSON

Ask a buyer directly whether they want to be in the fight before entering a competitive situation.

"Do you want to be in this fight? It is not going to be pretty. It is not. It is going to be emotional. And in the end, you're going to be either ticked off. You're going to be happy, disappointed or mad at me. I'm good. I just need you to understand what is going to take place."

CRAIG LERCH

Give the buyer the four places a person can live and make them pick one.

"There are really only four things that we can live in. One, a house we rent. Two, a house we own. Three, our parents' house, which we don't want to do. And then the fourth, three hots and a cot, which means you're behind bars for a while. So those are the places you can live and you might as well buy it versus rent it. ... Those are your four options. Which one of the four do you want to pick from? And then the interest rate doesn't really matter."

CRAIG LERCH

Tell the buyer the 4 percent exists to get you paid equally to the other agent, and that your fee will never cost them a house.

"I do this to make sure I get paid fairly and equally to the other agent. That's what you want, right? ... I will never stop you from purchasing a house because of what I earn."

CAMERON SMITH

Tell the buyer that saying yes to them means saying no to someone else, so you need the commitment.

"We don't need to practice. We're really busy. We have a pretty full pipeline. And if we say yes to them, we're saying no to somebody else."

JAY QUINN

Explain to every buyer on the first real conversation that you are paid only if they buy.

"I'm going to give you 150% in buying your home. I'm really, really good at it ... Keep in mind, if you do not buy a house, I do not get paid. And I'm sure like yourself, when you do your job, you like to get paid."

MITCH RIBAK

Use the listing agent's written reply to train your own difficult buyer on price.

"I know you want to come in \$200,000 below. But guess what? These people priced it below in their mindset. So you've got to actually come above. You're going to need to come \$50,000 above. Are you able to consider that?"

BRIAN YARBOR

Name your off-market program after yourself so it becomes a thing.

"Dennis, are you familiar with the Lawson team quiet sale and off-market program? ... We're going to research expireds, old expired, withdrawn, canceled. We're going to go to our investor clients. We're going to call the agents that I know in the area. We're going to look at for sale by owners. We're going to leave no rock unturned to find you the perfect property. Is that something that you'd like to do?"

DAVID LAWSON

You do not sell houses any more, you sell buyer broker agreements.

"Get out there and sign everybody to a buyer broker agreement. You don't sell houses anymore. You sell buyer broker agreements. That's what your job is."

BOBBY MARTINS

Before writing, call the agents on every pending nearby and ask two questions about value and appraisal.

"When this property closes, will it be at value or above or below? And have you had an appraisal? And have you had any issues with your appraisal? ... Hey, by the way, the model match around the corner that's pending for 30 days, I found out they had an appraisal problem. Just so you know, I'm aware of that. I haven't shared that with my client. I want you and your seller to know that. Consider that when you look at this offer."

BRIAN YARBOR

Call the listing agent with conviction about the property instead of a list of questions.

"Bobby, my clients love the property unconditionally. We want it. They're so in, we are the buyer you want to pick."

BOBBY MARTINS

Get the listing agent's own opinion of after-repair value on record before you name your number.

"What do you think this house is worth? Fully renovated, like the best property on the block. What do you think?"

RANDY JONES

Kill the 'they only paid \$340,000 two years ago' argument by putting the buyer in the seller's chair.

"Let me ask you a question, Mr. Buyer. If you were going to, if you bought a house two years ago for \$340,000, it's now worth \$650,000. Would you sell it for \$450,000?"

MITCH RIBAK

Refuse to coach buyer agents on where to be before the offer deadline.

"Sorry, that's not how we operate. All offers are due Tuesday at 10. And I also tell them, we don't even open the offers until then."

BOBBY MARTINS

Stack the lower price and a seller-paid buydown so the buyer ends at the April rate and a lower price.

"But what if I tell you that I can actually even work on getting, I can't promise this to you. However, I can tell you this is very common ... I can buy down the rate from six and a half to five and a half. Wouldn't that be attractive? Not only are you getting the same house for 50, 100 or whatever the market is showing less, but you're also getting the same rate that someone had in April of 2022. How would that look?"

RANDY ZIMNOCH

Trade faith for faith: ask whether ten agents can each give a hundred percent.

"If I know you're 100% committed to me, I am 1,000% committed to you ... I will tell you everything wrong about a house, not all the good stuff."

DENNIS DESOUZA

Quote your side of the commission only, let the seller set the buyer-side offer, and discount 1% if you double-end.

"We charge 3%. It's up to you what you want to offer out to an agent that represents the buyer. You can offer a three, you can offer out four, you can offer out two and a half. It's totally up to you."

MATT BATTIATA

Call the listing agent on a stale overpriced listing - after four months the agent will tell you everything.

"If I can get my inspections done prior to submitting an offer where I can put an offer that's as is no contingencies what do you think Mr. Agent ... Regardless of price no contingencies close in seven days."

RANDY ZIMNOCH

Hook an uncommitted buyer with access to properties investors are still renovating.

"I've built my relationships over the years with investors. So I actually could reach out to them to see if your wish list matches something they're already working on. And if it does, there is a potential. I can't guarantee you this. But there's a potential that we can bring in an offer before that property goes to the market. Would that interest you?"

RANDY ZIMNOCH

Make the buyer name a no-regret price and write it as if there will be no counter.

"I want you to tell me what price this house is worth to you. If you don't get it, you wouldn't have paid \$1 more."

BOBBY MARTINS

Frame buyer exclusivity as a two-way commitment using the marriage analogy.

"I don't want you outdating other realtors because it becomes confusing. You're not understanding where we're at."

CRAIG LERCH

Ask what the best offer looks like outside of price, and supply candidate answers.

"Outside of price, what's the most important thing? What does the best offer look like to your client?"

RANDY JONES

Qualify by asking whether they are paying cash before asking about a lender.

"Are you guys going to be paying cash? Or do you need help with lending?"

CAMERON SMITH

Ask the listing agent for four days of inspection access before you write, then submit with no contingencies.

"Is there an opportunity where maybe you can give my client who's a serious investor ... Four days to do their inspections ahead of time, before we submit an offer, do you think it would have a lot of weight if my client submitted an offer with no contingencies close in seven days?"

RANDY ZIMNOCH

Ask the listing agent what number the seller would take right now to end the process.

"I'm sure the seller has a number where he would just accept an offer and take it off the market. So would you do me a favor? Can you just ask your seller, what is the number that he would just take and call it a day?"

MATT BATTIATA

When They Push Back

The objections every agent hears, answered by people who hear them weekly.

Separate listing a property from selling it when a cheaper agent is named.

"Those people list property. I sell them. Do you want a listing or do you want a price sold? ... Pete, they, they listed your property. I'm going to sell it."

DAVID LAWSON

Turn the builder comparison back with a takeaway, and have the buyer's agent do the research.

"So here's the question. How soon do you need to be in a home? ... If you need to wait, why aren't you waiting? If you think it's such a great deal, then go do it, right. Why aren't you? So ask them the question, why aren't you?"

DAVID LAWSON

Treat a no as a no for today and ask for permission to stay in touch plus a backup position.

"Great. You have a real estate agent. Hey, I'm curious. If things don't work out with that person, do you have a backup? ... Do you mind if I maybe stay in touch with you from time to time just to check in with you?"

BOBBY MARTINS

Answer 'it was like that when I bought it' by pointing at what the market tolerated then versus now.

"You can't go back to your stockbroker. Hey, when I bought this, this was \$47 a share. And now it's 12. I want \$47."

GAIL DEMARCO

Handle the it-is-not-the-right-time buyer objection by re-anchoring on their own stated motivation, then asking permission to show them the math.

"So you're probably like a lot of people, you're really concerned about interest rates and the price... Can I ask you a question, Matt? How important is it for you and your family to move from that three bedroom home to the five bedroom home with your kids?... So that's important to you... How would you feel if I could show you a way that buying a home during high interest rates is actually better than buying a home with low interest rates?... Could it be possible that you would actually be saving money by buying a home right now than you would in a year from now?... Then would it help if we sat down and I could show you exactly how and why it's better to buy now at a higher interest rate?"

DAVID LAWSON

Answer an inflated competing valuation with a question rather than an explanation.

"Okay I appreciate that feedback. Are you going to choose your agent because of the price they give you? ... Because if that's the case, how does 50 million sound? See, price is a function of supply and demand, and it's dictated by the market. Can I show you the market?"

BRIAN MOSES

List the buyer's concerns out loud, then point out the seller has exactly the same ones.

"You know what the sellers are thinking? I mean, what are your concerns? ... But you know what we know you, you are thinking of that, but guess who else is thinking about that? You know, the seller of one, two, three main street ... So when we come in and we write an offer at X, he's very likely going to be looking at it. Now, if he has 15 showings in a week in June, what do you think?"

DAVID LAWSON

Answer the no-buyer-compensation question with the size of the buyer pool.

"What's the point of the MLS if we're going to be marketing to no one?... If you're advertizing to no one, no one's going to come to the door. We limit the buyer pool substantially."

ROSS STOUT

A new agent kills the inexperience objection by naming an experienced business partner up front.

"Look, you know, my business partner, Craig Lurch, man, he is awesome. He sold hundreds of homes. We would love to meet with you and talk about selling your house ... Yes, I just got my license but my business partner Craig , you got to meet him."

RANDY JONES

Close the unrepresented-buyer objection on disclosure liability rather than on price.

"Are you aware of the fact that the vast majority of litigation, Mr. And Mrs. Buyer, comes out of non-disclosure issues? Do me a favor. Tell me how that works out for you in five years if there are any issues."

KEN KAPLAN

Answer a commission-cut request by questioning what an agent who discounts their own value knows about value.

"Why would you want someone to list the house. That doesn't know the value of themselves. And their profession. And you think they're going to bring you the top dollar."

BRIDGETTE YOUNG

Name buyer jealousy - resentment at the seller's 2019-to-now gain - and flip it into the buyer's own five-year plan.

"Well, how about we schedule out a five-year plan for you in this? What are your plans for the property? Are you going to rent it out? Are you going to make a return? What does five years from now look like for you?"

ROSS STOUT

The only commitment a buyer makes is to use you if they buy - in that timeframe and in those areas.

"What commitment don't you want to make? Well, I don't want to make a commitment to purchase a home. Fine. Did you know that by signing this, you're not making a purchase?"

KEN KAPLAN

Use Warren Buffett's line to reframe waiting as following the crowd.

"Be fearful when others are bold. And when others are bold, be fearful ... If it was Warren Buffett, he would be saying, do the opposite of what the masses are doing. And, you know, last time I checked, he's doing okay."

DAVID LAWSON

Answer the do-not-call objection by offering to help them renew the registration, then keep talking.

"Did you know that you have to renew the do not call list every 12 months? Can I provide that information to you so it's up to date so you don't have other calls? ... But while I have you on the phone, let me just give you a quick update on what's happening in your neighborhood."

BETTY GALES

Give the buyer explicit permission not to hire you, on the condition that they hire someone competent.

"You don't want to sign a buyer broker agreement? A-OK. That's fine. But do me a favor. Don't hire me. But you better hire somebody who's good. Because in this market, if you're going to make the largest investment of your life, potentially, I sure as heck would want to make sure that the person representing me knows all the ins and outs and is fighting on my behalf."

KEN KAPLAN

Name 'buying a listing' as a phenomenon and back it with the four-homes-a-year statistic.

"The average agent that you're talking with sells four homes a year ... That means that this listing represents literally 25 of their annual income so as you can imagine they're desperate to get your listing ... The reality is they're lying to you or they don't know what they're doing and neither of those is good."

MATT BATTIATA

Reframe the commission objection as a netting objection, then ask for only fifteen or twenty minutes.

"If I were able to show you a way to net more money and offset the stress and anxiety that selling the home on your own is providing ... Is that something you'd at least want to talk about for 15, 20 minutes?"

COREY MCKINNEY

Ask a hesitant buyer how far they think prices will fall, then show them most of the drop already happened.

"Hey, at the highest level, where did you think the properties would go down to? ... I say, you're halfway there, you know, if you're right, but you might not be right, because the experts aren't always right."

DENNIS DESOUZA

When a seller asks you to cut the fee because you will also earn on their purchase, split the two jobs between two agents.

"If I try to put two jobs into one, I can't fully service you. My job when I come up here is to exclusively only represent you on the selling side... My job is to review everything and to check the contracts out to make sure that the offer that you're putting in is the best offer that you can get. My job is not to show you homes."

DAVID JOHNSON

Defer a commission objection to the top of the appointment instead of fighting it on the phone.

"Well, I can agree that, you know, you believe that you're not going to get more than 5%. But when we get together later today, can we make that the first subject we talk about as commission? Because I'm hearing you, you want to net the most amount of money, right? Obviously. So I'll see you today at 4. Do you or your wife have any other questions before I arrive?"

CARLOS GUTIERREZ

Kill the underpricing objection by reminding the seller they never have to accept an offer.

"You don't have to accept any offers ... I will be doing my best to work them but if after a week we don't have offers I up the price to the comp last comp sold comp price."

CATHERINE BLACK

Answer 'we will wait for rates to drop' by pointing at the downside case.

"You don't know which way this is going to go. We don't know. And if interest rates just creep up a little bit, then we're losing our buyer pool and we don't want to do that."

TRACY FELLOWS

Answer a seller who wants to offer zero buyer-agent compensation by narrating next Monday's conversation to them.

"I'll give you a foreshadowing of the conversations we're going to be having on a Monday morning, which is, you know, I got a bunch of calls to show the house this weekend. But when I told the agents that we were not offering out any concession or commission to the agent... They said their buyers didn't have the money and they couldn't show the house. So that's why we didn't have any showings this weekend."

MATT BATTIATA

Answer the buyer who wants to keep five agents by asking who those agents will call first.

"When that right property comes along, who do you think those agents are going to be calling? The buyers who are working with five other agents and the buyers who are working exclusively with them? You won't even know about it. My clients will be an escrow."

KEN KAPLAN

Buyer representation paperwork is not new - Pennsylvania rolled it out in 1999 and only the experienced agents struggled to get it signed.

"You have to sign this if I'm going to go show you a house. My broker said so."

CORINNA DANINGER

Beat 'we're not cooperating with realtors' with a buyer-agency agreement.

"There's no fee involved. See the buyers that we're working with are under a buyer agency agreement, meaning they've hired us to represent them. They've agreed to pay our fee, so there's no commission involved, no expense to you. Would you be willing to cooperate with an agent if it didn't cost you anything? Aren't you doing this because you want to save the money?"

BRIAN MOSES

Tie commission directly to demand and make the seller choose between price and fee.

"Price is a function of supply and demand. The more demand you get on your house, the better price you receive. Do you want to go with the lowest commission or do you want to go with the highest price?"

BRIAN MOSES

Use the lawsuit risk as the reason to sit down with both spouses, while disclaiming that you cannot advise them.

"I technically can't, since I'm not representing you liability wise, I can't really advise you how to do it ... God forbid you end up in, you know, a lawsuit, you know, with the buyer. I don't want to be pulled into it since I don't represent you, but if you have questions, I can absolutely."

GAIL DEMARCO

Tell buyers they have always paid the buyer-side commission, just off the seller's side of the ledger.

"Yeah, at the end of the day, you were the one bringing the money. The money is going to come from the funds that you're giving to the transaction. So, yes, in essence, you've always been paying the buyer side transaction, but just come off the seller side of the ledger. So nothing's changed."

ROSS STOUT

Pre-empt inflated competing valuations by explaining buying a listing before the seller hears the other numbers.

"We all, we agents, we know you're interviewing two, three, four agents to sell your home. Most of the agents out there that you're talking to, they sell three or four homes a year, which means that the commission that they're going to earn from selling your home is worth a quarter to a third of their annual income, which means they're desperate to get your listing. And they know that if they tell you a really high number, which is what you want to hear, that you're going to like them better ... And then what they're going to do is they're going to wait three weeks or 30 days. And then they're going to call you up and say, gee, guess what? The market's not doing what we thought it would do."

MATT BATTIATA

Treat 'I already have an agent' as an opening, and ask why they called you.

"Oh I'm so sorry I'm so glad you're loyal to them but why was it that you contact me if you already had an agent ... Okay great well I'm here right now if you'd like to go see this property I'd be happy to help you out with this."

ROSS STOUT

Tell buyers they are dating the rate, not married to it.

"The interest rates right now, it's kind of like, you know, you're dating them, right? You're not married to them. You're going to be able to go ahead and, you know, get alternative financing in a couple of years. We don't know when."

GAIL DEMARCO

Use the takeaway when they hold at two and a half.

"Wow, well, what I'm offering you, did anyone else who's offering you two and a half percent bring you this value? I'd be happy to let you list with them. And then I'll come after they don't sell it for you after you're taking a bath on the house."

ROSS STOUT

Asking for the Referral

The ask most agents are too polite to make.

Hand the investor the exact words you want used to introduce you to a seller.

"Look. I sell all my houses with Randy, like. He is absolutely amazing, like. I ask him. About value analysis. On every property we buy. I recommend it to all my friends and family. He lists all of my flips."

RANDY ZIMNOCH

As team leader, call every client the day they go into escrow and ask for the referral yourself.

"Hey, congratulations. You're an escrow. How's the service been? How's Trisha been treating you? You happy with everything? Yes, you are. Oh, fantastic. How about this? Can you know anybody looking to buy, sell or invest in real estate? Who else can we help?"

BOBBY MARTINS

Ask for referrals inside the paperwork conversation, before you have done anything yet.

"Man, it's been great working with you ... You guys are great people. Do you know anybody else that would benefit from our skills, our expertise, and our services in either buying or selling? Be happy if you keep us in mind."

BRIAN MOSES

Pre-frame the testimonial video at the listing appointment and tell them it is two minutes in whatever they are wearing.

"Would you mind doing a video testimonial of no more than two minutes? I'm just going to ask you three to four questions. We'll go live. Don't worry about how we look. You could be in, in jeans. You could be in sweats."

ULYSSES VEGA

Text the sphere members you have no email for and name the newsletter you are adding them to.

"It's happy new year. So glad to stay in touch. I want to add you to my wealth building newsletter that I send out once a month."

TRACY FELLOWS

Replace some of the daily past-client calls with an eight-second video shot outside their street.

"Hey, Randy, it's Karina. I just passed your street on one, two, three Elm Street. And I just had to let you know, I was thinking about you. We haven't chatted in a while. I would love to catch up. Just text me when you're available."

CORINNA DANINGER

Call past clients without asking whether they want to sell.

"Not saying, do you want to sell your house? What are your needs right now? What's going on with the kids? Do you need, you know, any repair guys."

BRIDGETTE YOUNG

Write the testimonial for the client yourself and ask them to sign off on it.

"This guy, Richard, do me a favor. I know you're super busy. If I write a little write up of how our relationship went and how the sales process went. And if you agree with it, would you be okay if I did that for you? And then you could just sign off on it."

DENNIS DESOUZA

Present the database as a buyer-matching system and trial-close on it.

"We're actually going to do a search in our database for everybody looking at Pacific Beach ... Our inside salesperson actually calls every one of those leads and tells them about your home as soon as it hits the market. Do you see how that could sell your home?"

DENNIS DESOUZA

Send a plain unpolished BombBomb video right after booking, with a deliberate 'five or six years' line.

"Hi, Benjamin. Gail DeMarco here. Just got off the phone with you about 10 minutes ago. I'm looking forward to meeting with you Friday morning, 9am. Like I said, I've sold quite a few homes in your neighborhood. I've broken a lot of records and, just kind of like to share with you my opinion on what could get your home sold. And if that makes sense, or if you just keep it for five or six years."

GAIL DEMARCO

Leave past clients a market-stats voicemail that ends in a who-do-you-know ask.

"Hey, it's Carlos. Just give me a quick call. I had a lot of past clients call me right now asking me what the hell is going on in the real estate market. Well, so I thought I'd reach out to you first and just give you some of the stats of what's going on with inventories on the rise. Well, it's at the same time, the sales have been the same. So, as inventory rises, sales stay the same and interest rates are starting to inch up. What do you think is going to happen to prices? So, we're not seeing them come down too much yet. However, who do you know that's talking about selling and wanting to take advantage of this market now? Call me ASAP."

CARLOS GUTIERREZ

Survey the whole database on timeframe to surface the people who are ready now.

"Hey, are you looking to buy or sell? Hey, we want to do a quick survey. Are you looking to buy or sell in zero to three months, three to six months, six months to a year, a year plus?"

NICK KREM

Send a handwritten note to every door, including the ones that slammed in your face.

"Hey, it was so good seeing you. Please call me if you need anything at all."

LISA LANTRIP

Call past clients with something useful about their property instead of asking for referrals.

"Hey, you know, I looked up the property that we helped you buy. It looks like you still own it in your personal name. You know, I met with an attorney the other day and I have a trust and I noticed you have, you don't have a trust. Have you thought about having, you know, creating a trust to put your house in."

RANDY ZIMNOCH

Build a separate drip for each way a lead entered, and open the follow-up by asking what they thought of it.

"Hey I'm just reaching out to my favorite clients I just wanted to make sure that you got an opportunity to operate on the new and cutting edge tech pieces that I'm offering like what did you think of that what did you think of the home market evaluation ... How about I give you a real evaluation can I come to your house."

ROSS STOUT

Make the mailing-address call a personal check-in and put the reason for the call at the end.

"As I wrap the call, the goal of my call is I'm updating my contact information and I have a little something I want to send you, just a little magical moment. What's your mailing address."

RENEE FUNK

Call the whole database and sort it into this-year and next-year with one question.

"Are you still looking to take that action whatever that might be buy sell whatever the case before the end of this year or is this something that you're looking forward to next year."

GARY MASSA

Plant the referral expectation at the first meeting and reinforce it organically through showings.

"We hope that we do such a great job that you know you're inclined to refer us to your you know your best friends family etc that's the type of service that I want to provide."

GARY MASSA

Events give you a legitimate reason to call every person in your database all year long.

"The energy is in the events the power is in the invitation and the fortune is in the follow-up."

MICHAEL J MAYOR

Ask for referrals at the listing or buyer presentation, never at the closing table.

"I work primarily by referral do you have any friends and family that I can help out."

MATT BATTIATA

The producers

Every script in this book came from one of these people, on the record, on a call with other producers who could push back.

Betty Gales, Bill Kerbox, Bobby Martins, Brian Moses, Brian Yarbor, Bridgette Young, Cameron Smith, Carlos Gutierrez, Catherine Black, Corey McKinney, Corinna Daninger, Craig Lerch, David Johnson, David Lawson, Dennis DeSouza, Gail DeMarco, Gary Massa, Jay Quinn, Ken Kaplan, Lisa Lantrip, Matt Battiatia, Michael J Mayor, Mitch Ribak, Nick Krem, Pete Middleton, Peter Liu, Randy Jones, Randy Zimnoch, Renee Funk, Ross Stout, Tracy Fellows, Ulysses Vega, Wendy Ross.

Where this came from

The Billion Dollar Panel is a standing call where working agents take one topic at a time and argue it out. The archive behind this book runs to 199 sessions. This is the script seam of it, pulled out and sorted by the situation you are actually in.

The full archive is on the NXTGEN Agent channel. nxtgenagent.com