

# **Seller to Realtor Associate F.A.Q.s**

**These answers are suggested before an appt.**

## **How much is your commission?**

Well I have commission structures from 1% to 6% when I come over you can pick the one that is right for you.

Actually our office offers several options for you to choose from they start at 1% and run all the way up to 8% and depending what it is you are trying to get accomplished you will pick the one that is right for you..

You will actually make that decision when I come over I have several different options, they range from 1%-6%

Actually that is going to be up to you... Our company offers structures from as low as 1% and up to 8%, but you will choose the one that is right for your family... when are you thinking about making a move??? OR Asking another question is a technique called "Acknowledge and Ignore"... Would you be able to close in the next 45-60 days if the math made sense to you.

## **Do you have a buyer?**

Actually I have several buyers in fact we just sold a property in {similar subdivision} we showed that house to 12 families in under two weeks and 8 of those families still have not bought a house.

Well, I don't know I haven't seen your house but based on what you are telling me I would begin showing your house as soon as you gave me permission.

Based on everything I know about your house so far I could "pretty much" guarantee 3 showings before the weekend. I just need to do some math and if everything makes sense to you I would start bringing buyers as early as tomorrow.

## **Bring me a buyer I will pay you 3%...**

Well it doesn't work like that. First I need to take a look at your house. Then we need to do some math. If everything makes sense then you would sign a piece of paper giving me permission to show your house.

Would you mind if I came over to take a peek at your house tomorrow...

I bet you that's what every Realtor tells you... Well the truth is it really doesn't work like that. First I need see your house. After I see your house we can discuss how I might be able to get your house sold.

So great you are willing to pay a 3%...I think that is really smart of you to offer a commission....

So I would need to see your home and I would need to do a little bit of paperwork to protect my consumers... If I were able to bring several buyers over the next few weeks...

Shift from one buyer to many buyers and increase the gravity of the appointment!!!

## **I have a buyer...**

That's good! Who is holding the deposit? Who is writing the contract? Who is doing the mortgage? Who is acting escrow agent? Who is paying the doc stamps? What about the doc stamps on the deed? Who is paying for abstract of title? Who is paying for the roof and termite inspection? What about the comprehensive building inspection? Are there any lender non allowable that you will be paying for the closing? How did you guys reach an agreement on price? How much is he putting

down? Does he have a contingency? Does he have a house to sell before he can buy yours? Did you pick the contract or did he? What kind of mortgagee clause did you put in? How long are you going to give him to do inspections appraisal, survey, title search, loan commitment, when do you want to close? When does he want to close?

Would you mind if I came over and gave you a copy of the contract I would suggest that you use.

Has anybody explained how the Our Company FSBO Assistance Program works?

When are you hoping to close? Have you found a house yet? Could I bring by some of the houses in [\(where are they moving\)](#) that might work for you. That way I can give you a copy of the contract I recommend that you use.

The most important thing is WHAT CONTRACT ARE YOU GOING TO USE??? Drop off a contract with highlights and comments on it... so the Seller sees value... most of the FSBO buyers on FSBOs fall through.

### **I think we have it sold...**

That's great would you like me to drop you a contract that you can fill out for the deal?

Have you decided on what contract you will use? Who is going to hold escrow for you?

Is there any way I can help you with this transaction... (give some suggestions)!

Is your buyer approved for a mortgage, how long is the mortgagee clause?

How long are you giving him on contingency to sell his other house what if he doesn't sell it? How long are you giving him to inspect the house?

Same questions as above including FSBO assistance Program

### **I got your postcard in the mail...**

Oh great I love Brookside.... WHEN WHERE WHY are you moving? I am in the neighborhood, when would be a good time to stop by to get to know each other better?

Terrific where do you live?

Where are you hoping to move to?

What kind of time frame are you hoping for?

I would love to come over and see your house... Could I stop by tonight or tomorrow?

Close for the apt then ask some standard information and qualifying question.

### **How much is my house worth?**

Well the houses in [\(subdivision name\)](#) have been going really high!

The best thing for me to do is to do some research and drop it all off to you.

### **Well I'm not listing with a Realtor.**

Good. I do not want to list your house the only thing I want to do is sell your house. First I need to take a look at your house, if the price is good for you and all the math makes sense you will give me permission to show your house.

I never like to audacious

### **How many houses have you sold in my neighborhood?**

We have been showing and selling [\(subdivision name\)](#) since it was a new construction community in [\(year built\)](#) in fact I was showing a customer a house around the corner from you this past weekend.

(subdivision name) is very popular and I invest a lot of energy working with families moving in and out of (subdivision name). When I come over I will bring all of the advertising and marketing that we have put together plus a list of references you could call from in and around your home.

### **How long have you been in real estate?**

I have been licensed since (actual date) and my partner and I will be working this together (mentors name) he/she will be working together on every aspect of your move. That relationship gives you two very aggressive Realtors for the price of one.

The good news is that I am new enough to be hungry and work hard but experienced enough to surround myself with great support. I have been working with Our Company Team for \_\_\_\_ I have an in house attorney, a title company, an in-house relationship with Homebanc mortgage, I have two very committed sales managers, a full time mentor and the most experienced aggressive Broker in our market. If you sit down with me you will see why I have become a top producer during my first -- months

We started Our Company in (Date). The thing that has generated our success is the aggressive marketing that we put into every single house. In (year) nobody knew who Our Company was, today we have (agents, office). When could I come over and show you why we are so different.

### **How long is your listing agreement for?**

I don't work with traditional listing agreements it's only good for as long as you want it to be good for you.

The longest listing agreement I will take is 60 days. I have found if we are not going in the right direction then I don't want to be in the relationship either.

It really depends on you I have taken listings for 30 days and I have taken listings for 1 year depending on what it is you are trying to get accomplished.

I don't really have a preference, what I have found is that if I do my job properly I don't need to

The general rule of thumb in our business is a year but my average days on the market is (days) so I am very flexible with the term of the agreement. I will usually recommend a timeframe that is reasonable based on the price you ask for the house.

### **Well just a rough Idea, what do you think?**

The price range for houses in you subdivision is from (give 60% swing range) \$200k-400k

I will typically do 3-4 hours' worth of research and a thorough inspection of the property before I can pin point a recommended retail.

An appraisal of your property can take several days to complete. Rookie agents may profess to recommend pricing over the phone before they have seen your home but a true professional know that lot size, square footage, upgrades contribute to the valuation and should be considered before a pricing recommendation is made.

### **Should I paint and carpet before I put it on the market?**

That may not be a bad idea but let me do some research on your house and your neighborhood that way I can tell for sure if that is something that will help bring a higher price for your home. There is a chance that your house is already over improved for the neighborhood.

### **We are thinking of doing some improvements before we list?**

That may not be a bad idea but let me do some research on your house and your neighborhood that way I can tell for sure if that is something that will help bring a higher price for your home. There is a chance that your house is already over improved for the neighborhood.

**It's not ready to be shown yet...**

That's great because preparation is the key to achieving the highest possible price. My office does a prelisting inspection free of charge to point out potential functional defects that can kill a deal and aesthetic improvements that may be cost effective. We also put together a sellers to do list with you that may prove very useful in the preparation stage. It's likely that you make improvements that are not cost effective, maybe we can avoid some wasted money and energy working together.