

Get More **SELLER** Opportunities

www.SmartSalesCoaching.com



I'm Not Ready To List

What Sellers Hear...

- Definitely ready to sell and move
- Ready to advertise my home
- Ready to choose YOU as an agent
- Ready to have buyers look at my home
- Know where I'm going to move next/chosen the area or even new home



I'm Not Ready To List

4 Levels of Readiness

- NOW - Ready to sell now
- SOON - Getting ready to sell
- LATER - Not ready to sell
- TAKE-AWAY - Undecided and not ready to sell

Listing Appt. Positioning

Now

- Meeting
- Selling
- Gameplan
- Strategy
- Active Buyers
- Competing Offers

Soon

- Take A Look
- Advice
- Progress
- Preparation
- Positioning
- Get Ready

Later

- Pre-Planning
- Have Time
- When You're Ready
- Do Over Time
- At Some Point In The Future

Listing Appt. Positioning

Take-Away

- May Not Happen
- Selling Isn't Best
- Whenever That Happens
- Way Down The Road
- If At All
- **Third Person Perspective

I'm Not Ready To List

NOW – Ready To Sell Now

I'm excited to help you guys **set a gameplan** to best position your home **in this market, capture** as many of the **active buyers** as we can and let them **compete with each other**. While I'm there I can answer any of those process questions I'm sure you guys have about **selling your home**.- set day/time

I'm Not Ready To List

SOON – Getting Ready To Sell

I can come **take a look at your progress** and maybe give you **some advice** on what things to focus on for a higher return and which things may not be important and save you time and money by letting them go **while you're still getting your home ready**.- set day/time

I'm Not Ready To List

LATER – Not Ready To Sell

Hey, we find that home sellers who do **a little pre-planning** are the ones who ultimately sell for the most money in any market. You are lucky that you **have this time to get ready**. I'd like to come take a look at your home, give you advice on projects that you **can do over time** to best position your home for maximum return **at some point in the future** - set day/time

I'm Not Ready To List

TAKE-AWAY - Undecided and not ready to sell

Maybe selling **really isn't the best decision for you**. Who knows? I have these kinds of conversations all the time with homeowners who **may at some point** need to decide which way to go. I take a quick look at their home, answer questions about the process, what would need to be done to it and how much they are likely to get for your it. I'm happy to do the same for you even if a sale **never happens at all**. - set day/time

Objections

I'm Not Ready To List

- Reverse & Reposition

I Need To Talk To My Spouse/Other Decision Maker

- Break Apart Technique

I Don't Want To Waste Your Time

- Social Proof

Objections

My Home Isn't Ready

- Question Game

It's Too Early

- Question Game

We will give you a call when we are ready

- Question Game