## **1. Opening & Door Knock**

* “Hi Ms Thompson, I’m Jordan Price. Thank you for welcoming me into your home today.”
* “Good afternoon Mr Garcia, my name is Michael Chen. I appreciate you meeting me at your kitchen table.”
* “Hello Olivia and Mark, I’m Samantha Lee. I love how bright your foyer is—thanks for having me.”

## **2. Immediate Assumptive Closes**

(Get a string of early “yes” responses to build momentum)

* “When offers arrive, will you include your patio set with the sale?”
* “I know you’d like a smooth move, so you won’t be making any major upgrades before listing—right?”
* “To hit your August 15th closing goal, we need to be under contract within 30 days; does that timeline work?”

## **3. Market Data & CMA Presentation**

* “In the past 45 days, eight homes in your neighborhood sold at an average of $375,000; here are the comps that match yours most closely.”
* “This chart shows days-on-market trends; properties priced 5% over market sat 20% longer.”
* “My comparative market analysis suggests listing at $380,000 positions you for strong offers without overpricing.”

## **4. Pricing Strategy Phrasing**

* “Listing at $380,000 creates urgency and avoids the drag of a stale listing.”
* “Every $5,000 under market average can boost showings by up to 30 percent.”
* “A $3,000 to $7,000 pricing sweet spot will spark multiple offers and drive up net proceeds.”

## **5. Marketing Plan & Staging Advice**

* “We’ll start with professional drone photos and a 3D virtual tour—buyers spend 50 percent more time online with immersive media.”
* “A fresh coat of neutral paint in the living room and a simple bouquet on the island can bump perceived value by 6 percent.”
* “Targeted social ads will reach buyers searching ‘4-bedroom homes under $400K’ in the last 30 days.”

## **6. Objection Handling & Commission**

* **Isolate and Set Aside** “It sounds like fee is top of mind. If we agree on the value and service, we’ll find a rate we both feel good about—does that approach sit well?”
* **Value-Driven Pivot** “I understand 3 percent feels high until you see how it drives 25 percent more buyer traffic. Does that perspective help?”
* **Collaborative Frame** “Think of commission as a marketing tool. What if we offered 2.5 percent to outside agents to widen our pool of buyers?”

## **7. Collaboration & Control**

* “My goal is to guide you through every step. May I walk you through our process?”
* “You’re in charge here—whatever decision you make, I’ll support it fully. How does that sound?”
* “Let’s make this a true partnership. Can I share how we’ll work together from start to finish?”

## **8. Embedded Command Closes**

(Plant the idea subtly)

* “When I say list your home with me, do you notice how clear that feels?”
* “Picture us signing your listing agreement today; does that feel right?”
* “Imagine us getting your home sold fast—do you hear that certainty?”

## **9. Final Close Variations**

* **Assumptive** “Since we’re aligned, I have the paperwork here; shall we get started?”
* **Choice** “Would you prefer to sign now or schedule our next step for tomorrow?”
* **Humble Decline** “If you feel I’m not the right fit, I’ll gladly step away—does that fairness work for you?”
* **Integrity-Driven** “Provided all makes sense and you’re confident, I’m ready to go to work for you today. Fair enough?”