

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.”
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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?”
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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.”
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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.”
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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.”
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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?”
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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?”
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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?”
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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?”