(Name) What price do you absolutely have to have? __________

Based on that . . . there are a couple of real important questions I need to ask you . . .

Mr. Seller . . . It’s important to me . . . that we can justify the highest dollar amount for your property . . . because . . . the more we sell your home for . . . the greater the chance I have of receiving referrals from you and your family . . . and . . . the higher we can sell your home for the better chance I have of doing business with your neighbors . . . So . . . if it’s ok with you . . . what I’d like to do is come up with a list of reasons why your home holds more value in the eyes of a buyer, fair enough? (Write down reasons their home is “better”)

Mr. Seller . . . in today’s market place . . . much of this means you’ve simply brought your home up to selling standard.

All homes need ________________________(working roof, furnace, kitchen) . . . right?

Let me ask you a question . . . If a buyer wants to buy your home . . . but . . . they plan to get rid of _________ . . . the moment they buy your home . . . how much is it worth then? Exactly!

Did you add that to your home for the next buyer . . . or . . . for your own enjoyment?

If you were purchasing a home . . . and two similar homes were for sale . . . one for _______ . . . and one for _______ . . . which would you buy? . . . Why?

Wouldn’t you want to use the extra ______ to do what you wanted to the home?

Don’t you think most buyers would feel just like you? Of course they would.

That’s why . . . I’m going to recommend . . . a price of _____ . . . based on what we know . . . are you comfortable listing with me for that price tonight?

IF they agree to the price;
Mr. Seller . . . I feel very confident in the price of ______ that we set on your home tonight . . . It’s important that you understand that we won’t actually know the true market value until we put it out there (PUSH CMA FORWARD ON TABLE) & see how the buyers respond . . . What I mean is . . . if we have a lot of showings in the first two weeks & no offers we’re in the ball park . . . which means we may need a slight reduction in price . . . & after two weeks we have little to no showings we priced it too high . . . & the difference between me & most other agents is that I have the courage to tell you that I’m wrong & that we made a mistake . . . versus another agent who’ll leave it on the market without communicating the truth to you . . . now . . . would you rather have an agent that has the courage to tell you the truth . . . or an agent that just tells you what you want to hear?

Great, then let’s go ahead and get started!

IF they agree to signing;

Mr. Seller . . . It’s important that you know prices are fluid & they can go up or down daily . . . Do you know why that happens?

Prices go up & down because of the price our competition lists their homes at . . . Prices also fluctuate because of what homes actually sell for.

There are homes being listed and sold every day and this can affect the market value of your home very quickly . . . A simple example of this is if a similar home in your neighborhood lists or sells for $15,000 less than your home, this could cause the current market value of your home to drop . . . Does that make sense?

**Remember if you end up listing at a price that was NOT your price, be sure to show your confidence in their home and that price and prepare them for a review after 14 days on the market**