

INTERACTIVE PRICING

Dialogs to Present the Market Data

"I price homes differently than most agents. You know your house better than anyone and I know the market better than any agent."

"I have three stacks. The first stack is the "For Sales." They are your competition. The next stack is the "Expireds". These are people who tried and failed to sell their house. The third stack is the "Solds". These are the people who had a successful sale and they are the ones we want to model ourselves after."

"So what I would like to do is ask you to go through these with me and we are going to pick out the comparable sales. Which one of you would like to highlight as we go through these?"

Dialogs to Set the Price

"Based on this information, what do you feel your home is worth in today's market?" (Or, you can suggest a price based on the information.)

Ask a closing question: "Let's set the price at _____." or when meeting to get a price reduction... "Do you agree that we need to adjust the price to _____?" or "Are you ready to make the adjustment to _____?"

If you encounter resistance: Ask the seller, "With the information you have seen, would you buy your home today for _____? (Their suggested price or current price if requesting a price reduction.)

Note: You must get an answer before you continue. Don't allow them to not answer the question. "So, if you wouldn't buy it at that price, how will I get someone else to pay that price?"

Continue with, "Now that you have seen this information, if we were to get someone willing to pay an inflated price, would the appraiser be able to appraise your home for that price?"