

## Objectives:

1. To become more Effective at pricing homes
2. To Use the Galileo presentation approach
3. To reduce resistance we receive from the Seller
4. To get the Seller to Trust the Price

## The Benefit:

- ✓ Lets them \_\_\_\_\_ the Market
- ✓ Involves them in the \_\_\_\_\_
- ✓ Makes them Justify their Price
- ✓ Uncovers their True \_\_\_\_\_

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## The Process:

- ✓ Appraisal guidelines
- ✓ A, S and X with a wide price range
- ✓ Only restrict property type
- ✓ 4 per page w/photos – 3 stacks

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Notes:

## The Presentation:

Notes:

✓ Always present Price \_\_\_\_\_ Marketing

✓ Explain that you do Pricing Differently

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✓ Explain the Appraisal Guidelines

✓ Introduce the 3 stacks

✓ Explain their Involvement

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✓ Make the selections and highlight

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✓ \_\_\_\_\_ any selection that is not comparable

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## The Wrap up:

- ✓ List the A, S and X with Price
- ✓ Review the Results
- ✓ Ask them what they think would be a good price based on the data

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## The Objections:

- ✓ But I Need ...

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- ✓ My Friend Got...

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- ✓ But My Home is Better...

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- ✓ Remember The Rules of the Game

Notes:

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### **Rules of The Game:**

- 1. Don't stop talking without asking a question**
- 2. Don't move on until they answer**

### **Moving Forward:**

- 1. Practice before presenting**
- 2. Maintain control at the appointment**
- 3. Keep the Seller involved**