



BATTLE-TESTED SCRIPTS

— FROM KW'S —

CHOOSE YOUR

SCRIPT CHAMPION

Sharpen your skills and strengthen your defenses with winning scripts from KW's inaugural 'Choose Your Script Champion' event at Mega Camp hosted by VP of Industry Jason Abrams.

As you deliver each, keep the following in mind:



AUTHENTICITY

The client has to believe they're experiencing the real you



EMPATHY

The client has to believe you care about them and their needs



LOGIC

You have to credibly get them from where they are to where they need to be

Click on any of the objections below to skip ahead to your script of choice:

-  <Website portal name> is telling me my house is worth more than you are. Who am I supposed to believe?
-  Your seller wants to price their home for \$500,000, but you know it's worth \$450,000. What do you say?
-  I want to buy my next house before I sell the one I'm in. I'm afraid once I sell, I won't be able to find anything to buy. There are no listings out there. I think I should just wait.
-  You're amazing! And, I also want to interview other agents.
-  I want to list my house with you, but I'm not 100% sure you're a luxury brand.
-  You're great and I want to list my house with you, but everyone in my neighborhood uses 'brand x' and you're 'brand y.' I mean, the same Realtor sends me mail every single week. I think I should probably go with brand X.
-  I can't list until I find somewhere else to move. I'm just not doing it. And, I'm not interested in having the contingent offer.
-  This market is so hot. I think I'm going to try to sell the house on my own.
-  A buyer has fallen in love with a home that is \$300,000 over their budget. How do you bring someone into reality if they can't afford what they've picked out?
-  I think you're great. I just have another agent who will list the house and take 1% on the listing side. I just need you to match that and then we can do business.
-  I have a friend in the business; they just got their license. I think I have to do business with them; they're a really great friend of mine.
-  I know a bunch of Realtors. My husband is actually a Realtor. What makes you different from everybody else?
-  Why would I use your app (the KW App) when I can just go to <insert app name>?

<Website portal name> is telling me my house is worth more than you are. Who am I supposed to believe?

NICK WALDNER

WALDNER WINTERS TEAM

Waldner: Now, <name>, I'm actually excited that you brought this up because it shows that you care and you've spent a little time actually researching the topic. Can I tell you a little bit about online portals and how they choose your value?

Seller: *Certainly.*

Waldner: The problem is that they're using an aggregate average across the board. So, they don't know whether your neighbor has a completely updated bathroom and kitchen or your other neighbor is absolutely stone-stock – it's been the same way for 35 years to them. They averaged those together.

I'm different. I'm actually coming to your house, physically looking at all the things you've done, and comparing your home to all the others that have recently sold in the area. You want THAT specific detail to understand your home value, not just an average that's pulled off the web.

Just trust me when I tell you, I'm here to help you sell the house for the most possible. And, that's why you called.

I want to buy my next house before I sell the one I'm in. I'm afraid once I sell, I won't be able to find anything to buy. There are no listings out there. I think I should just wait.

JEFF QUINTIN

THE QUINTIN GROUP

Quintin: That's a very valid concern. And, you know, that's happening all over the marketplace. Let me share with you what we're doing right now for our sellers who want to sell and also want to buy: We're getting homes on the market for sale, market to the buying public, and we're making your deal contingent upon you finding a suitable replacement property.

What would it look like right now if I brought you, say, six or seven offers? Got you in market value and or a bidding war on market value. And you then went out to be able to shop for another home. But the deal that we made with the buyer is that your deal is contingent upon you finding a replacement property. How would that sound?

Seller: *You mean, they'll wait until I find the right house? I can get out of this thing if I don't?*

Quintin: With inventory as low as it is, absolutely. They're going to bid up your home for absolute top dollar and we're going to go shopping as a cash buyer and make a deal, but all contingent on you finding the right property. So why don't we go ahead and do the right thing?

Let's go and get together. I'm available Monday or Tuesday at 4:00. What's best for you?

I want to list my house with you, but I'm not 100% sure you're a luxury brand.

ALEXIS WEIGAND

ALEXIS WEIGAND REAL ESTATE GROUP

Weigand: Absolutely, <seller name>, I can appreciate that and get it a lot, because you probably see this luxury brand's signs in the yards. I actually came prepared with their solds and our solds.

The great news is – we have already sold 150 homes in your area and they have only sold 30. Now, that doesn't mean that they haven't listed more. But here's the kicker, their average days on market is 101. When you hire us, our average days on market is six.

And, <name>, we are averaging our clients 99% list price. They're averaging their sellers only 95% list price. You told me that top dollar was half a million on your house. And that's 4%. What is the difference? \$20,000. What could you do with an additional \$20,000 in your pocket?

I can't list until I find somewhere else to move. I'm just not doing it. And, I'm not interested in having the contingent offer.

NICK WALDNER

WALDNER WINTERS TEAM

Waldner: <Name>, I completely get it. I mean, this is a very tough market for a lot of sellers in your position. So tell me, what is giving you the desire to move right now?

Seller: I need to get into a bigger house.

Waldner: Absolutely. We have a couple of different options, and all of those options are going to be up to you; my job is to deliver the options and then you choose.

We have the opportunity to get a cash offer on your house. Now, I want to tell you, it's not going to be as high as we could get on the market.

We also have an opportunity to go to a lender and see if we can do a bridge loan, which would allow you to purchase the new house before selling the next one.

The next question is, would you be interested in a rental for a short amount of time after you sell in order to get that next house for even less?

There are lots of different options, and my job is just to help you determine what's best for you.

A buyer has fallen in love with a home that is \$300,000 over their budget. How do you bring someone into reality if they can't afford what they've picked out?



ROUND 1 SCRIPT CHAMPION

ANNA KILINSKI

ANNA K INTOWN REAL ESTATE

Kilinski: You know what? I can totally see why you love that house. And, you know what? I want one like that too. In fact, my husband says that I have the same problem. I always want things that I can't afford. I wish that I had a little bit more money that I could just give to you. But, at the end of the day, I'm not a real estate magician such that I can shave \$300,000 off of the house.

But what I am really great at – what my value proposition is for you and your family and number one goal – is to help you build wealth through real estate. And, I think we can both agree that buying a house that is not within your budget – that it doesn't support providing your family with the life that you deserve. So, let's revisit your goal and your motivation to find the perfect house in the perfect budget so we can start to build your perfect life.

I have a friend in the business; they just got their license. I think I have to do business with them; they're a really great friend of mine.

ANNA KILINSKI

ANNA K INTOWN REAL ESTATE

Kilinski: You know what, <seller name>? I totally appreciate that. And can we make the agreement that, like everybody is a real estate agent these days?

So, let me ask you. What's more important to you: that you make your friend feel good, or that you make the best financial decision for your well-being? Can you imagine what's going to happen to your friendship if something goes wrong? It's going to be really awkward.

Imagine if you had to have surgery – would you want your new friend to perform it, or the doctor with the best track record? You see, this is just like that, except this is financial surgery.

Your seller wants to price their home for \$500,000, but you know it's worth \$450,000. What do you say?

ANTHONY MASON

THE MASON TEAM

Mason: I completely understand you're passionate about the price in which you've found. Let me provide you some insight on how I get homes sold.

If we come out the gate with your home over price, all of the agents that show your property instantly write your property off because, at that point, because you're overpriced, you're considered an unmotivated seller. In this market, 'unmotivated seller' means you're highly priced above the market.

If any agent actually sees that your property is overpriced and we come back and we try to reduce the price later, you're still seen as an unmotivated seller. With that, it also puts in the eyes of those agents that you're an unrealistic seller who will not cooperate when the time comes for us to be under contract.

I'll make you a deal. Sign the agreement with me today. I'll get an appraiser out tomorrow. And, if the appraiser comes back at your price, I'll pay for the appraisal and vice versa if it's the other way around.

Fair enough?

You're amazing! And, I also want to interview other agents.

COURTNEY NEWTON

COURTNEY NEWTON & ASSOCIATES

Newton: I can clearly see you're a strategic person. And, have you considered that by waiting and interviewing other agents, you may actually be jeopardizing the equity position you have in your house?

Seller: No, I mean, I'm sure it's just going to be a few days. You think that'll make a difference?

Newton: Let me explain. Because, while you're interviewing those agents, the buyer that's willing to pay the most money for your house may be out looking. So, what we need to do is get started. And, when you hire me and my team, we immediately go to work identifying that buyer and driving them to your house, as well as other buyers that may be in the marketplace looking. So, do you agree that I would be able to get your house sold?

Seller: Yeah, sure.

Newton: Great. Then let's do the right thing and get the contract signed tonight and put me to work getting your home sold.

You're great and I want to list my house with you, but everyone in my neighborhood uses 'brand x' and you're 'brand y.' I mean, the same Realtor sends me mail every single week. I think I should probably go with brand X.

CHASE SLOAN

THE CHASING REAL ESTATE GROUP

Sloan: Hey, <name>, you know what? I can appreciate that. And I like you, too. <Name>, let me ask you a question. Do you want your home sold by a brand or a business?

Seller: I don't really know the difference.

Sloan: Here's the thing with the brand. It's just a name. It's not personal. I mean, we're even seeing right now in this time that people are switching brands because they just don't relate anymore. What you need is a business, someone like me, that's here with you right now. I can focus on making sure you get your home sold according to the way that fits you best.

Now, I appreciate that other company. In fact, we co-op with them all the time. But, during times like this, you need a business that cares most about you. And that's me. So let's go ahead and do the right thing. Let's get your home sold. I have the contract right here.

What do you say we go ahead and sign?

This market is so hot. I think I'm going to try to sell the house on my own.

ANTHONY MASON

THE MASON TEAM

Mason: <Name>, I totally understand the thought of trying to sell the property on your own. I mean, let's face it, saving the commission can mean tons of money in your pocket. So I'm curious – are you familiar with the difference between passive and active marketing?

Seller: No.

Mason: OK. Real quick – passive marketing is basically sitting around doing nothing, holding open houses, sending out fliers, or advertising in a newspaper. Were you thinking about doing any of these things yourself?

Seller: Yeah, I guess. Maybe a little.

Mason: I was afraid of that. So those methods only work about 25% of the time. So I'm just going to cut to the chase. There's nothing like trying. And, there are people that go to Vegas every day. Millions of people do it. They go out. Some of them hit the jackpot. But the vast majority of them lose money in Las Vegas. Every now and then, a seller hits the jackpot, but a vast majority need a Realtor. When it comes to selling their home, that would be me. So choose our team to sell your home.

I think you're great. I just have another agent who will list the house and take 1% on the listing side. I just need you to match that and then we can do business.



ROUND 2 SCRIPT CHAMPION

DAVID HUFFAKER

THE HUFFAKER GROUP

Huffaker: I appreciate the fact that you're willing to ask that. I mean, let me ask this. Do you want me to do it for a reduced fee, or do you want to walk away from the closing table with the largest check possible?

Seller: *I'm not sure what you mean. To get the largest check possible, you're going to have to come down on your fee.*

Huffaker: Well, that's not necessarily true. Can I explain?

Seller: *Please.*

Huffaker: In the absence of value, price becomes a conversation. And, for a team like us with 35 members spending over \$80,000 a month to market your home, we can guarantee you that we're going to net you and gross you the most money possible in this market. Does that make sense?

Seller: *Yeah, that makes sense.*

Huffaker: What happens is you have other agents out of the marketplace that maybe can't match that value or don't feel like they offer the value that they should.

I've done the market research, and I can tell you that my team lists and sells homes for 101% of the list price on average. The average agent in our area, on the other hand, sells for 96%. So that's a 5% difference in price.

So, let me ask you this. If the other agent did it for 0%, wouldn't you still be losing 2% by not hiring me?

Seller: *I guess I would.*

Huffaker: Well, what we want to do is make you the most money in closing. And we went through the price of the home and the marketing. And, let me say this, if you're not absolutely in love with the job that I do and the money that we make you in this transaction, we'll have a conversation about commission when we get to the closing table. Does that sound fair?

Seller: *Fair enough.*

Huffaker: Great! Sign here.

I know a bunch of Realtors. My husband is actually a Realtor. What makes you different from everybody else?

DAVID HUFFAKER

THE HUFFAKER GROUP

Huffaker: <Name>, I appreciate that. Six of my cousins are Realtors and look, what makes me different is that I can give you an elevator pitch about the 35 members on my team or the 400 homes we've sold.

<Name>, here's the thing – I know you're gonna move every seven to eight years, right? And I want to be there for you when you make your moves. But I want you to understand that – for me – it's about building a relationship with you from one, two, three, all the way up to seven and eight so that I can be your Realtor for life.

So many other people have chosen to get into business with me and my team because we are a resource for you both of the time that you're moving and the time that you're not.

You and I seem to already have that great connection. Would you agree?

Seller: Yes.

Huffaker: <Name>, what's going to make it different for us is that we're gonna have a relationship over the next 20 and 30 years while I sell homes and you buy and sell homes.

And that's why so many people choose to trust us – because we do real estate differently by putting YOU at the center of the transaction, making sure that you have a phenomenal experience when you're selling and having a great time building a relationship with you when you're not.

How's that sound?

Why would I use your app (the KW App) when I can just go to <insert app name>?

DAVID HUFFAKER

THE HUFFAKER GROUP

Huffaker: <Name>, I love that question. That tells me that you're a tech-savvy buyer/seller and that you care about what we're putting out there. Let me ask this: You got a favorite restaurant that you like to go to? I do. Tell me, what's the name of it?

Seller: <Restaurant name>.

Huffaker: That's fantastic. Don't you love it when you go into <restaurant name> and your server knows your name and what dish you like? It's just a better experience, right?

Seller: I do love that.

Huffaker: Similarly, when you get on Facebook, do you go pick up your friend's phone and go to their profile, or your phone to go to your profile?

Seller: My profile.

Huffaker: What we did with the KW App was create a curated experience that's unique to you.

See, anyone can download a generic app that's going to show you home values or homes on the market, which is great for the 200 million people that are just voyeuristic – just looking at homes online. What we want to be able to do is interact with you while you're using the app and make it a curated experience for you.

So, again, what we talked about earlier about being in a relationship with each other – I want to be in a relationship with you for life, not just when you're buying and selling. I'm not looking for your data. I'm looking for your friendship and your relationship. That app is going to give us insight.

And, by the way, it has an amazing search function that rivals any app out there and allows you to have me there at the push of a button.

How does that sound?