

DIANNA KOKOSZKA'S

BOLD

CAREER

GROWTHINITIATIVE

Local Expert Scripts

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KELLERWILLIAMS®

Script 1



AGENT: [Seller], has there ever been a time in your life where you saw a house with a sign, and it just sat there—and sat there—and sat there? Did you ever wonder what was wrong with the home?

SELLER: Yes ...

AGENT: I have too! Just think about those poor people in that house with their carpet being walked on and trampled on with dirty feet ... during the rain with it getting muddy and during the snow with it getting wet ...

AGENT: Just think about that. You get your house all cleaned up for a showing, everything picked up, and yet, it's showing—after showing—after showing.

AGENT: Or, what's even worse, [Seller], is getting your house ready, and nobody shows!

AGENT: You don't want that to happen, right?

SELLER: No, I don't want that.

AGENT: So you want your home sold, correct?

SELLER: Yes.

AGENT: Here's what's very important, [Seller], for you to understand: Most agents are not going to share their numbers with you.



AGENT: Either they don't know them, don't track them, or don't want to share them because they're not proud of them.

AGENT: One thing you'll find out about me is that I provide evidence.

AGENT: See, the number of listings that I sold actually increased 55%, while the local market, that includes every other agent, only went up 12%. This means I receive more calls from buyers.

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AGENT: So rather than have your home sit there—and sit there—and sit there, and have people walk through it over and over again, while you clean constantly ... Or worse yet, not having anyone walk in at all ... You've got a better chance with me. Can you see that?

AGENT: It is important that you get it sold, right?

SELLER: Oh, yes ...

AGENT: [Seller], one of the things that's very interesting is that most agents use the three P's of real estate. They **put** a sign in your yard, they **put** the property in the Multiple Listing Service, called MLS, and then they **pray** somebody else sells it.

AGENT: I put the sign in the yard, put your property in the MLS and on the internet, and I **proactively** look for buyers daily, and I **price check** daily. Do you know why that's important to you, [Seller]? May I explain?

SELLER: Please.

AGENT: See, price check is important because our market goes up and our market goes down. You may know that from the stock market, right?

SELLER: Oh, sure.

AGENT: Then it makes sense. You automatically understand that real estate doesn't go up and down every day—and yet you can see if it's heading up or it's heading down every day. Would you agree with that?

SELLER: Yes.

AGENT: So, instinctively you know that the agent that writes the most contracts and sells the most houses would have a better chance of getting yours sold, correct?

SELLER: Yeah.

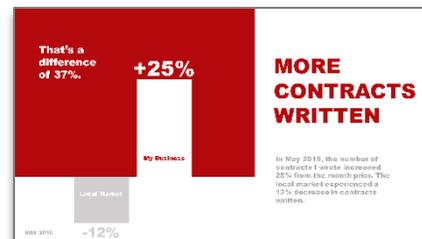
AGENT: Well, I'm glad that you agree with me. Because, see, our Multiple Listing Service (called our MLS) statistics are showing right now that the average agent is actually—what does that say?

Agent points to -12%.

SELLER: -12%

AGENT: Right, -12%. You don't want to have a negative chance, right?

SELLER: Oh, no.



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AGENT: No. So, these are the agents that put the sign in the yard, put it in our Multiple Listing Service, and pray that it sells.

AGENT: So, I told you I did the other two P's. I proactively look for buyers and I price check daily, right?

SELLER: Yeah.

AGENT: This is why that's important to you. Because, I'm up 25%, while other agents are showing they are down 12%. That's a spread of 37%. So, you have a 37% better chance of selling your home when you list with me. And you do want a better chance, right?

SELLER: Oh, yes.

AGENT: So, see, here I showed you where the listings that I've sold are up. And here I've shown you where I write the contracts to get them sold. Both of those are up. And you do want an agent who is showing a positive, not a negative, correct?

SELLER: Oh, yes.

AGENT: Right. So, this is why so many people decide to choose me as their agent. Because, frankly, you won't find anybody who will work harder or more professionally for you than I will. And you do want an agent to work, right?

SELLER: Yes.

AGENT: Excellent. So, just go ahead and sign here and we'll get your home on the market for you, OK?

They either sign or you continue to show evidence.

Script 2



AGENT: So, [Seller], I'm just curious. Has there ever been a time in your life when you went into a store or office and asked someone a question, and they didn't know what you were talking about? They couldn't give you a good answer to your question? Worse yet, they weren't interested in helping you find someone that did.

SELLER: Oh, yes. That happened to me at the store the other day.

AGENT: Is that fun?

SELLER: No.

AGENT: Right, you walk into the store. You ask somebody something, and they say, "Let me go check." And then they go ask somebody else. "I don't know, let me go check." And pretty soon, you just want to check out, right?

SELLER: Right!

AGENT: Right. This is why it is so important that you truly understand what the Local Expert is and what they can do for you and why it is important for the sale of your home. Because instinctively, when you think about it, you do want an expert, right? You don't just want an amateur.

SELLER: Oh, right.

AGENT: So, you want a professional, like me, to get the job done for you.

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AGENT: So, number one. These amounts come from our Multiple Listing Service or MLS. Now, this shows every property on the market and all of the agents can have access to it.

AGENT: Here's the fun part to all of this. We get our statistics from the MLS and then we analyze the numbers of all the agents against my numbers (if you are using your own numbers) or against our numbers (if you are using the Market Center numbers). Have you had any other agent share their statistics with you?

SELLER: Hmm. No, no I haven't.

AGENT: Why do you think they don't share them?

SELLER: I don't know.

AGENT: Do you think it may be because they are not excited about them?

SELLER: Maybe.

AGENT: I don't know about you, when I'm doing something good that will help others, I love to let people know. Don't you agree?

SELLER: Sure.

AGENT: And when you do a good job at work, don't you like people to know what you did?

SELLER: Sure, yeah. I do.

AGENT: And when you do a bad job, do you want to tell people what you did?

SELLER: Not particularly.

AGENT: No. So remarkably, you already understand that it's important to not only have the Local Expert, it's important to have somebody show you their statistics and back it up, right?



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SELLER: Oh.... Yes. Right.

AGENT: Good. So, here we go. Right now it says the number of contracts that I've written has outpaced the market by 85%. What that means is that my business's growth has considerably outpaced the market. Is it important that you have an agent that knows how to sell more real estate?

SELLER: Yes.

AGENT: OK, so go ahead and write a "yes" out to the side where it shows I am selling more real estate than others.

Seller writes YES next to the first metric.

AGENT: Thank you for writing "yes" next to that.

AGENT: OK, the next part says that the total dollar value of contracts that I've written grew by 77%. Now, you're not interested in what I do as an agent, other than, do you know what that number is attributed to?

SELLER: No, what?

AGENT: The price I get for the property. You did want the most money, right?

SELLER: Yes, I very much do.

AGENT: The highest price, the least amount of time. I get that.

SELLER: Yes.

AGENT: Alright, so would you like to have someone who is up 77%?

SELLER: Yes.

YOUR LOCAL EXPERT

THE PROOF IS IN MY NUMBERS

10/1/2016

85% YES
The number of contracts I've written has outpaced the market by 85%.

77%
The total dollar value of contracts I've written grew 77% more than the market.

56%
I've outpaced the market in listings sold by 56%.

35%
The dollar value of my listings sold grew 35% more than the market.

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KELLERWILLIAMS

When selling your home, it is critical to partner with a real estate professional that has a proven track record and holds themselves accountable to a very high standard.

These numbers reflect not only the trajectory of my business, but the expertise, dedication and commitment that you will receive.

Your property will be sold quickly, with the least amount of time and for the highest price. The proof is in my numbers.

BOLD CAREER GROWTH INITIATIVE

AGENT: Great. So, you say “yes” to that one. Write that out to the side.

Seller writes YES next to the second metric.

AGENT: Thank you for writing “yes.”

AGENT: Then, of course, how I have outpaced the market in listings sold. Now, [Seller], I don’t know about you. Has there ever been a time in your life where you went by a house with a sign, and it just sat there—and sat there—and sat there? Did you ever wonder what was wrong with the home?

SELLER: Yes.

AGENT: Just think about those poor people in that house with their carpet being walked on and trampled on ... during the rain with it getting muddy and during the snow with it getting wet ...

AGENT: Just think about that. You get your house all cleaned up for a showing. Everything picked up. And yet, it’s showing—after showing—after showing.

AGENT: Or, what’s even worse, [Seller], is getting your house ready, and nobody shows.

AGENT: You don’t want that to happen right?

SELLER: Right.

AGENT: The statistics, which are given to me by the MLS, show that I’ve outpaced the market in my listings sold by 56%. [Pause] That’s a lot.

SELLER: Wow.

AGENT: So, as we sit and think about all of the different things that are important to you: the most money, the least amount of time, the least amount of hassle, you’re beginning to see that you want an agent who’s a professional, who’s outpacing the market ... not to mention, it’s important that your home gets sold and it doesn’t just sit there, right? So, frankly, this one will be important to you as well, right?

SELLER: Yes.

AGENT: Great, go ahead and write “yes” next to that one.

Seller writes YES.

YOUR LOCAL EXPERT

THE PROOF IS IN MY NUMBERS

85% **YES**
The total dollar volume of contracts I've written outpaces the market by 85%.

77% **YES**
The total dollar volume of contracts I've written outpaces the market by 77% more than the market.

56% **YES**
I've outpaced the market in listings sold by 56%.

35%
I've outpaced the market in listings sold by 35% more than the market.

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When selling your home, it is critical to partner with a real estate professional that has a proven track record and leads their sales operations to a very high standard.

These numbers reflect not only the trajectory of my business, but the expertise, dedication and commitment that you will receive.

Your property will be sold quickly with the least amount of hassle and for top dollar. And, the proof is in my numbers.

YOUR LOCAL EXPERT

THE PROOF IS IN MY NUMBERS

85% **YES**
The total dollar volume of contracts I've written outpaces the market by 85%.

77% **YES**
The total dollar volume of contracts I've written outpaces the market by 77% more than the market.

56% **YES**
I've outpaced the market in listings sold by 56%.

35%
I've outpaced the market in listings sold by 35% more than the market.

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AGENT: Thank you for writing “yes.”

AGENT: So, now of course, dollar volume. Well, this is the listings that sold. Now, [Seller], which way is the market going right now?

Agent draws down arrow. (If the market is not going down, skip the previous question and continue with the price watch portion.)

SELLER: Going down.

AGENT: Right!

AGENT: I price watch every day. Price watching is important because our market goes up and our market goes down. You may know that from the stock market, right?

SELLER: Oh, sure.

AGENT: Then it makes sense. You automatically understand that real estate doesn't go up and down every day—and yet you can see if it's heading up or it's heading down every day. It is gradually and then suddenly, and most agents, and quite frankly the media, don't talk about it until it is suddenly showing up.

AGENT: I watch it daily so I see the gradually so SUDDENLY you are not surprised. Because I watch it daily, I know it's going down.

AGENT: And while the market is going down, this says my business is going which way?

Agent draws up arrow.

SELLER: Up.

AGENT: And how much was it up?

Agent points to 35%.

SELLER: Wow. 35%.

AGENT: Right. Now, here's what that means. The value of the listings sold went up 35%. Now, this doesn't mean that I can get you 35% more than what the market states. I don't make the market, I only interpret the market, and it shows I know how to interpret the market. And that is important to you, isn't it?

SELLER: Yeah.



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AGENT: OK, go ahead and put “yes” next to that.

Seller writes YES next to metric.

AGENT: So, [Seller], right now, you’ve told me four out of four items are important to you in finding an agent.

SELLER: Yes.

AGENT: So, really, the proof of my ability is in my numbers and there’s nothing more to do, other than just go ahead and do the right thing. Sign the contract and put me to work for you and let me get started selling your home today.

YOUR LOCAL EXPERT

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KELLERWILLIAMS

When selling your home, it is critical to partner with a real estate professional that has surpassed local market standards and has experience to a very high standard.

This is not just a job, it is the trajectory of my business. And the experience, dedication and commitment that you will receive.

Your property will be sold quickly with the best amount of money for the dollar. And the proof is in my numbers.

THE PROOF IS IN MY NUMBERS

85% **YES**
The number of contracts I've written exceed the industry.

77% **YES**
The total dollar value of contracts I've written is 77% more than the market.

56% **YES**
I've exceeded the market by 56%.

35% **YES**
I'll take more than 35% more for the product.

See mapscoaching.kw.com for more information!