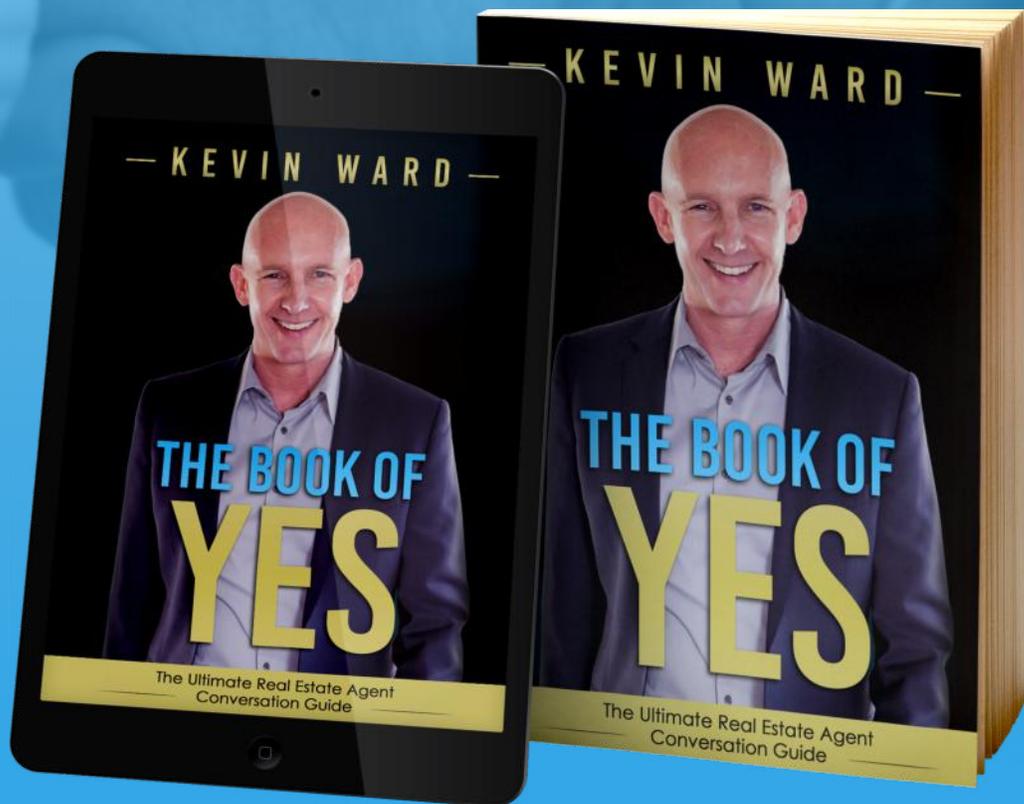


# TOP SCRIPTS FROM THE BOOK OF YES

The Ultimate Real Estate Agent Conversation Guide  
by Kevin Ward



**YESMASTERS.COM**

GET MORE YES'S AND MORE SUCCESSES IN BUSINESS... AND IN LIFE

## YesMasters® EXPIRED SCRIPT

Hi, is this \_\_\_\_\_? Hi, \_\_\_\_\_. My name is \_\_\_\_\_. I'm a local real estate agent....and I was calling about your house for sale... I guess you're aware by now that the MLS is showing your home is "OFF" the market...

1. And I was wondering...when are you going to...interview agents again...for the job of actually getting it SOLD.... ( ) Excellent!/Really!
2. If your property had sold...where were you planning to go next? ( ) That's exciting!
3. What's taking you to \_\_\_\_\_? ( ) Good for you!
4. How soon did you want to be there? ( ) Wow!
5. So \_\_\_\_\_...any idea what stopped it from selling? ( ) Really!
6. How did you choose the last agent you had? ( ) That makes sense.
7. How did you feel about the job the agent did? ( ) That's good./Oh no!
8. So...what do you think was missing...that kept it from actually selling? ( ) Ooh!
9. Now...it sounds like...you do still...want to sell your property....right? (Yes.) Great!
10. If you could...get it sold...for top dollar...in the next 30 days... and... get \_\_\_\_\_ [their motivation].... That is something you would still...be excited about...yes? (Yes.) Perfect!
11. And...If I could help you...make it happen...that would be okay with you...right? (Right.) Excellent!
12. When would be the best time for us to...get together...and take a look at how we can make that happen...how about Wednesday at 4:15...or would Thursday at 4:15 be better?

## YesMasters® FOR SALE BY OWNER SCRIPT

1. Hi, I'm calling about your house for sale by owner. Are you the owner? (Yes.) Great!
2. This is \_\_\_\_\_ with \_\_\_\_\_. The reason I'm calling is because...I work with a lot of buyers and sellers in your area...and wanted to find out...what I can do to help you? ( ) Great!
3. By the way, again my name is \_\_\_\_\_...what is your name? ( ) Hi, \_\_\_\_\_.
4. So \_\_\_\_\_, how much time will you take...before you might...decide to hire a strong agent...to...get your property sold...for you? ( ) Excellent!
5. When you...sell this house...where are you going next? ( ) That's exciting!
6. How soon do you need/want to be there? ( ) Great!
7. Why did you...decide to make the move? ( ) Terrific!/Ouch!
8. How would you rate your motivation to...sell your house right now...low, medium, or high? ( ) Good for you!
9. How are you marketing it? ( ) That's great!
10. How did you determine the price you're asking? ( ) Fantastic!
11. Do you have any flexibility on your price...or are you firm? ( ) Terrific!
12. Why did you decide to market the house yourself...rather than...hire a professional agent? ( ) That makes sense!
13. If you were to...hire an agent...what would you expect from them? ( ) Excellent!
14. Have you heard about the strategies I use to sell homes for top dollar? ( ) Really!
15. \_\_\_\_\_, if I could help you...get your property sold...and \_\_\_\_\_ [motivation] ...and still net you the money you need in your pocket...would you...consider interviewing me now? ( ) Perfect!
16. When would be the best time for us to...get together...would tomorrow at 4:15 work...or would \_\_\_\_\_ at 2:15 be better? ( ) Excellent!

## YesMasters® LEAD FOLLOW UP SCRIPT

1. Hi, \_\_\_\_\_. This is \_\_\_\_\_ with \_\_\_\_\_. We spoke last week and you were thinking you were going to... be ready to \_\_\_\_\_... in the next \_\_\_\_\_. I wanted to touch base and see....are you still on track with that time frame? (Yes.) Excellent.
2. And....you do still...want to buy/sell....at that time, correct? (Yes.) Perfect.
3. I was wondering...what questions do you have...or....information do you need....that I can get for you? ( ) Fantastic!
4. So...it sounds like we should set up a time to...get together \_\_\_\_\_ [e.g. “next week”]....to go over that... Which would be better for you....Wednesday at 2:15 or would Thursday be better?

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# YesMasters® SELLER SHEET: Pre-Qualifying Script

Source: \_\_\_\_\_ Contact Date: \_\_\_\_\_ Listing Appt. Date: \_\_\_\_\_ Time: \_\_\_\_\_

Name: \_\_\_\_\_ Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

1. Before I come out...I need to get a little more information from you...so I can do my homework. Do you have a couple of minutes? Great!
2. When we get together, if everything looks good,\* and you... feel confident...I am the best agent to...sell your property...are you planning to...hire me...when we meet? \_\_\_\_\_  
Terrific!
3. Are you interviewing any other agents...or am I the only one?\*\*\* \_\_\_\_\_ Good!
4. When you...sell this property...where are you moving? \_\_\_\_\_ . Fantastic!
5. What's taking you to \_\_\_\_\_? [OR] Why are you making the move? \_\_\_\_\_.  
Good for you!
6. How soon do you want to be there? \_\_\_\_\_ . Great!
7. If we...sell your home in less than 30 days...would that be a problem for you? \_\_\_\_\_  
Excellent!
8. What would happen if your property just didn't sell? \_\_\_\_\_ . Really!
9. What price are you thinking you would like to... list your property for...  
realistically?\_\_\_\_\_.
10. And of course, I research the market every day...so obviously, we'll make sure  
we...list your home... at a price that will...get it sold, correct? \_\_\_\_\_ Perfect!
11. What do you think is the lowest price you would consider? \_\_\_\_\_ Got it.
12. How much do you owe on the property? \_\_\_\_\_ . Good!
13. Have you thought about trying it for-sale-by-owner? (No/Yes) Terrific/Got it!

14. Will you briefly tell me about your home? \_\_\_\_\_

Bed: \_\_\_\_\_ Baths: \_\_\_\_\_ Garage: \_\_\_\_\_ Pool: \_\_\_\_\_ Lot: \_\_\_\_\_

Special Features:

15. How would you rate the condition of your home...from 1 to 10...10 being like brand new?\_\_

16. What would it take to make it like new?

\_\_\_\_\_

17. Besides that...is there anything else positive or negative that buyers might notice \_\_\_\_\_

18. I'm going to send you some information for our meeting, will you go through it before we meet? \_\_\_\_\_

19. What questions do you have, if any, before you're ready to...get the ball rolling... and...put me to work for you? \_\_\_\_\_

20. And last thing, will \_\_\_\_\_ [all decision-makers]\*...be there...for our appointment?\*\*\*

(Yes) Perfect!

21. I look forward to seeing you \_\_\_\_\_ at \_\_\_\_\_!

## YesMasters® LISTING PRESENTATION

1. Hi \_\_\_\_\_. Thanks for having me over! Are you excited about moving to \_\_\_\_\_?  
Would it be OK if I gave myself a quick tour?
2. If it's OK...let's use the kitchen table, so we can lay everything out.
3. [As sitting down] Let's talk about getting you to \_\_\_\_\_ [motivation]!

## CONFIRMING MOTIVATION

4. Now, the first thing I'd like to do is...review your situation and...what's important to you about making this move...is that OK? [Review & confirm SELLER SHEET Questions 4-13] Fantastic!
5. Now...I have three bottom line questions for you. Are you ready?
  - #1 Are you definitely ready to... sell your property? (Yes.) Fantastic!
  - #2 Will you...price it where it will sell... or are you OK just keeping it on the market for a long time? (Yes/Not Sure) Great!
  - #3. And most important, \_\_\_\_\_...Do you... want me... to... get it sold... for you?  
( ) Terrific!

[If they say "yes," go to **PRICING**. If not, go to **CONFIRMING THE GOAL**.]

## CONFIRMING THE GOAL

6. \_\_\_\_\_, the purpose of our meeting today is two-fold:
- #1 Is for me to provide you with some very important information about what it's going to take to...get your house sold... for top dollar... so you can... get to \_\_\_\_\_ by \_\_\_\_\_ [*motivation*] ...right? (Yes.)
  - #2 Is for us to... decide today... if the right thing for you is to...partner with me ...in the sale of your home. Does that sound fair enough? (Yes.) Excellent!
7. And whether you...decide to hire me...or not....I hope it will become clear to you through our meeting....that my goal is to help you get what **you** want. If I can't help you...I'll tell you today...because I'm not interested in just getting a listing. I'm **very** interested in helping you get to \_\_\_\_\_ [*motivation*]. ...Because that's what you want, right? (Yes.) Then we're on the same page!\*\*
8. Now... There is really one key item for us to address today...and that is to...determine the right price... to set on your home... that will cause it to sell, right? Because obviously you don't want to... put it on the market... to have it **not** sell, correct?
9. Here's what I will do... as soon as you... decide to hire me... I am going to do everything it takes through my Action Plan to...get your home exposed... to all of the qualified buyers in the market...because that is the kind of exposure you want, right? (Yes.) Great!
10. So the key today is for us to... establish the right price... that will make those qualified Buyers excited about your house when they see it. Does that make sense?

## CMA PRESENTATION:

11. In preparing for our meeting, I did a thorough Market Study for your home...also called a Comparative Market Analysis...Are you familiar with this? (Yes/No) Perfect!
12. There are 3 main parts to the market study: (*point to each section as you explain it*)
  - A. First are Active Listings. These are your competition, right? I call this “*DreamLand*”...because...it’s what people want to get for their house...but you don’t know...what it’s actually going to sell for...right?
  - B. Second are Expired Listings. Do you know what these are? ( ) That’s right, homes that didn’t sell at all. They wanted to sell, but something went wrong. I call this “*Never Never Land.*” Can you see why? ( ) Exactly. ...Because you NEVER want to be here, right?
  - C. Last are the SOLD houses. This is “*REALITY.*” Because it tells us what homes are actually going for in this market. Are you with me? (Yes.) Excellent.
13. So this [Point to SOLDs.] is where we’ll focus today...because obviously...to get you to \_\_\_\_\_ by \_\_\_\_\_ [motivation], in which of these three categories do we...want your house to end up? (SOLD.) Exactly!
14. The *purpose* of the Market Analysis...is to determine the *value* of your home...
  - A. First, as Buyers will look at it... and second as an appraiser will look at it... I’m sure you can understand why that’s important, right?
  - B. First...the appraiser, because that’s who the lender will hire to determine the value of your house based on what comparable homes are actually selling for...which is what Buyers are actually paying **now**. Does that make sense?
  - C. Second, to make sure we price your home in a way that will...make it attractive to Buyers. Because...Is a BUYER only going to look at your home...or... are they going to shop around and compare your home with others? (Compare.) Obviously!

- D.** So as they look at houses...what do you think they are comparing? ( ) Exactly.  
They are comparing the features, such as quality, condition, and location,  
AND...they are comparing price, right?
15. Are you ready to take a look? [*GO THROUGH the CMA with them, start with ACTIVE. Focus on SOLDS.*]
- A.** This home is comparable to yours...
- B.** Notice, how many bedrooms? ( ) How many baths? ( ) How big is the garage? ( )  
What year was it built? ( ) How many square feet? ( ) [*Wait for them to answer, and then affirm each answer.*]
- C.** Have you seen this home? [*Explain...comparing features of each property...*]
- 1) Your house has more value than this one...because...[*explain why*]
  - 2) [OR] This property is a little nicer than yours...because...[*explain why*]
  - 3) [OR] This property is very comparable to yours...[*explain why*]
  - 4) Does that make sense?
- D.** What was/is their price?
- E.** Notice how long on the market?\* How's that going to work to get you to \_\_\_\_\_  
by \_\_\_\_\_ [*motivation*]?
16. So based on what the market is telling us... what price do you feel will... get Buyers excited... about choosing your property over our competition?

## PRICING

17. After looking at your house and reviewing what the market is telling us... I'm suggesting we... list the house for \$ \_\_\_\_\_. ...And you can see why that's the right price, correct?
18. Because...that will get you the *best* price for your home in this market, in the *best* time possible...so we can get you to \_\_\_\_\_ by \_\_\_\_\_ [their motivation].  
Won't that be exciting!? ( ) Fantastic.
19. Do you have any questions about anything we've covered? ( ). Are you ready for the next step?

## NET SHEET PRESENTATION

20. The net sheet gives you all the costs associated with selling your house...and how much you are actually going to walk away with after the sale of your house. That is something you would like to know, correct?  
A. [GO THROUGH NET SHEET WITH THEM]
21. These are all standard closing fees and expenses for Sellers. Any questions on that?  
A. [FINISH SHOWING OR CALCULATING THEIR NET]
22. Based on a realistic sales price of \$\_\_\_\_\_ and a closing date of\_\_\_\_\_...here are the ESTIMATED total net proceeds to you at closing (and after your tax escrow refund)... [CIRCLE THE NET \$ AMOUNT]
23. \_\_\_\_\_, is that a number you can live with? (Yes/No.)  
*[If they say yes, go to DECISION. If not:]* I understand...it's less than you were expecting. Is it a number you could live with if you had to? (Yes.) Excellent.

## DECISION

24. So we'll...get it on the market at \$ \_\_\_\_\_ ... which we agreed is the right price, correct? (Yes.) Excellent!
25. Well... I'm ready for you to... put me to work! Are you ready... for the next step? (Yes.) Awesome!
26. Can I lay out for you what's going to happen next? Here are the highlights...
- A. First, we want to...make sure the house shows at its best, right?...[explain staging, etc.]
  - B. Second, I will be preparing the marketing for your property and...launch my pre-marketing campaign immediately...because you did...want us...to get the most exposure to the market as fast as possible, correct? (Yes.) Perfect.
  - C. Next, we launch...our **Exclusive 10-Day Marketing Blitz!**<sup>®\*</sup> Sound exciting?
  - D. Your property will be marketed to every potential buyer out there, and promoted to every licensed Realtor and their buyers through the Multiple Listing Service. Plus...I have it syndicated to over 5,200 real estate websites...including all the most popular ones buyers go to online. Of course, you understand how important that kind of internet exposure is for you, right? (Yes.) Excellent.
  - E. [*Go through the other highlights of your plan...*] Because you do...want me to give you the right exposure... that will get the best buyers in here, right? (Yes.) Awesome. Because that's exactly what you're going to get with me.
  - F. And with that exposure, assuming the market responds as we expect, we will be getting lots of buyer traffic. I'll be following up with all of that...which will then give us the best offers. Then I'll be negotiating all offers we get...to ultimately... get your property sold... for top dollar... and get you \_\_\_\_\_ [motivation]. Are you ready for that? (Yes!) Great!
  - G. So...are you ready to...start packing? ( ) ...I don't mean today...but soon! (Yes.) Perfect.

27. Any questions...before you're ready to...\*\* let me help you... make this move happen... and get to \_\_\_\_\_ [motivation]? (We're ready.) Awesome!
28. I'm going to have you... initial right here... on the CMA and the Net Sheet...\*\*\* And then we'll take care of the rest of the paperwork... and I'll get to work!  
Congratulations! *[Shake their hand and proceed to signatures.]*

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\*[OR whatever action plan you use.]

\*\*[OR] "...or are you ready to..."

\*\*\**[Put your initials first and a spot for theirs and let them initial.]*

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**OBJECTION: “We’re taking the house off the market.”**

**OR “We’re taking a break.” OR “We decided not to sell.”**

I see. ...So if you had sold this house, where were you planning to go next? ( )

Awesome!

So what’s taking you to \_\_\_\_\_ (e.g. Houston)? ( ) Excellent!

So it sounds like you’re definitely going to be moving to \_\_\_\_\_(Houston) at some point in the future, correct? (Yes.) And you will be...selling your home, correct? (Yes.)

It’s just a matter of whether to... do it now... or at some point in the future...right?

If you could... do it sooner rather than later... is that something you would... be excited... about? (*I guess./Sure./We’re just tired of trying.*) Got it.

Let’s do this...let’s...set up a time to get together and just... take a look at the options... and see what it would take to actually \_\_\_\_\_ (get your home sold and get you to \_\_\_\_\_ by \_\_\_\_\_). Wouldn’t that be great? (Yes.)

Great! So which would be better for you...Monday at 4:15 or would 5:15 be better?

**OBJECTION: “What are you going to do differently than the others?”**

Well...(with a chuckle) the main thing is... I’m going to... get it sold! That is what you want, right? (Yes.) Of course.

I am going to help you... get it done... in the best amount of time, with the least amount of hassle and...put the most money in your pocket ...possible in this market... and get you to \_\_\_\_\_ (“your new home in Houston...). Because ultimately that’s what you want, right? (Yes.) Perfect.

When would be the best time for us to... get together... for me to share with you how I will help you do that....tomorrow at 2:15, or would 4:15 be better?