

“Preventing Buyer’s Remorse”

A Ninja Webinar with Larry Kendall

1. The Goal of Ninja Selling: “Increase your income per hour so you can have a life.”

- U.S. Home sales: + _____ %
- Your hours worked?
- Declining income per hour?

2. The “Hidden Factory”

- Contracts written last week: _____
- Contracts cancelled last week: _____
- Why? _____

3. The “Track Meet” Market

- Invest more time up front (go slow to go fast)

1. _____

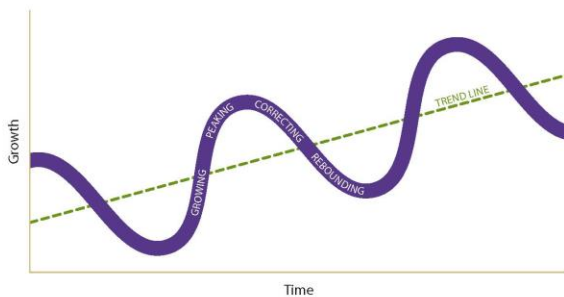
2. _____

3. _____

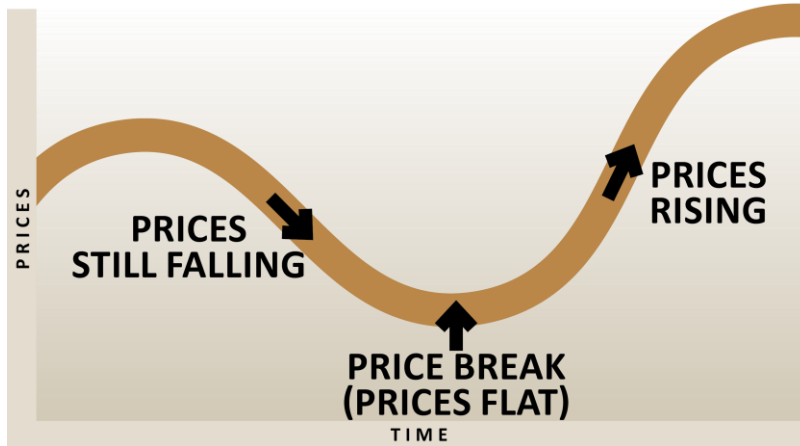
4. Market Dynamics



Real Estate Market Phases



www.fhfa.gov



- Supply and Demand (price range)
 - 10 sales last month (demand)
 - 60 homes currently on the market (supply)
 - 6 months of inventory
- Balanced Market = _____ months of inventory
- Buyer's Market = _____ months of inventory
- Seller's Market = _____ months of inventory

Which side of the curve?



Right now in your price range:

- _____% of homes are under contract
- _____% of homes sold for full price or more
- There is a one month supply of homes (seller's market)

5. Negotiation Dynamics – Coach your buyers and sellers on “Negotiation Dynamics” BEFORE they are in a negotiation!

- Our mission is to _____.

- 5 Negotiating Points of a Real Estate Contract:

1. _____

2. _____

3. _____

4. _____

5. _____

- Coaching Buyers to Win:

1. _____

2. _____

3. _____

4. _____

5. _____

○ _____

○ _____

○ _____

○ _____

6. _____

7. _____

8. _____

Excess Cash Example

- \$300,000 contract price
- 20% down = \$60,000/\$240,000 loan
- \$290,000 = last sale price
- Buyer agrees to buy if appraisal is \$290,000 or more
- Appraisal is \$290,000; loan is \$232,000; buyers downpayment is \$68,000

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NINJA 忍 SELLING
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6. Review the Process

1. Rolling Top 3
2. 85% Perfect Home
3. "The Dance"
4. "First" versus "Launch"
5. "Cream Puff" Discussion

7. Eight Strategies to Help Prevent Buyer's Remorse (Source: Zillow)

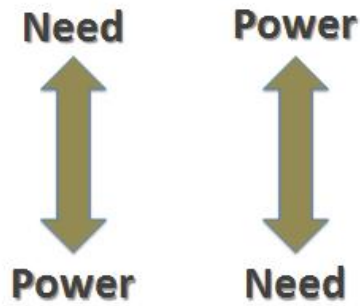
"I know how to help you win. The question really is 'How bad do you want it?'"
– Shelly Hill, The Group, Inc.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

8. Negotiate like a Ninja!

- Think ahead on your contracts
 - 5 Negotiating Points
 - Negotiate _____
 - Negotiate _____
- Sellers have no second chance at
 - _____
 - _____

Negotiation Dynamics



- Are you thinking at least 2 moves ahead?
- Negotiate for home plate not just first base!

9. Listing Launch Benefits:

- _____
- _____
- _____
- _____
- _____

10. September Webinars: “Your Next Question”,

Thursday, Sept. 18, 9:00 a.m. MT;

Monday, Sept. 22, Noon, MT