

Showing Property & Soft Closes

A Webinar with Larry Kendall

1. Working with buyers is a 3 act play.

- Act 1: _____
- Act 2: _____
- Act 3: _____

2. Typical results if you follow the Ninja system:

- _____% of your buyers will find their home on their first time out
- _____% of the remaining 40% will find their home on their second time out
- _____% Total (60% + 20%) will find their home on their first or second time out
- _____: Average number of homes viewed before writing a contract (NAR Profile of Buyers)

The remaining 20% either have issues that are beyond the capability of your process to handle or you need to look at your process.

3. Act 1: Common Traps (see pages

4. Topics to cover BEFORE you show property:

- _____
- _____
- _____
- _____
- _____

5. You control _____. Your buyers control _____.

6. Showing Rules of Thumb:

- MLS map and sheets (be visual)
- Have solds and actives available in neighborhoods you are showing.
- If you are driving, SLOW DOWN!
- Plan your route to show the BIG values that carry the small values.
- Park across the street to show off the house.
- If meeting at the house, meet the buyers out in front.
- If the buyer is a stranger, stay behind them.
- If you know the buyer and feel it is safe, go in the house first, step to the side and invite the buyer(s) across the threshold.
- Watch their eyes. If they like what they see, their pupils dilate. If they don't like what they see their pupils contract (become "beady eyed").
- Don't over sell and talk too much. Help the buyers become involved in the home. Point out features they may not notice but don't over sell them.
- Pay attention! What stage of the buying process are they in:
 - _____
 - _____
 - _____
 - _____
- If they are in the "desire stage", the "gate of the mind is open" and it is appropriate to ask "soft closing questions". Never ask a closing question unless they are in the desire stage.
- Discuss the home and ask soft closing questions when you are in the best part of the home – not in the basement or garage!

7. "The Dance"

8. Soft Closes

- "Is this a Top 3 home?"
- "Where would you rank this home?"
- "Can you see yourself living in this home?"
- "Is this a home you would like to own?"

9. If this is a home they would like to own, finish with either a contract or another appointment to see the home again.

- "So, shall we see if we can buy this home?" (Power & Party – toward decision makers)
- "So, shall we make sure we don't lose this home?" (Peace & Perfection – from decision makers)
- If they want to think about it, this is usually because they are _____ or _____.
- Help clarify with the "Scratch Pad Close"
- Help handle their fear with the "Auction Close"
- If they still want to think about it, that's OK. It's THEIR decision. You control the process and they control the decisions.
- Ask, "Would you like to see the home again after you've had a chance to think about it?" If they say "Yes". "When I call the listing office to set up the appointment, if they say there re other showings, do you want me to call you?" "Why don't I try to reach them right now and see what the status is?"
- "If this home sells tonight, are you going to be OK with that?" (It's their decision)

10. Reducing Buyer's Remorse:

- Walk through the home _____.
- Walk through _____.
- Tour the home _____.
- Take the _____ (if available).
- Review the _____ and _____ (if available)
- Read _____ and _____ (if available) before (while) writing the contract.
- Does this home fit _____? Do you want to _____ it or do you just want to _____ it?

Common Traps

1. Key elements of the 10-Step Buyer Process (the subtle & hidden)

a. Order and sequence of questions:

- i. Rapport-Connection Questions
- ii. Foundational Questions (access prior learning)
- iii. Diagnostic Questions (who, what, when, where, why, how)
- iv. Solution (closing) Questions

Most common trap: Realtors skip Foundational Questions – can't wait to get to beds and baths.

“Just read the foundational questions!!!”

b. Prepare a Buyer Packet

- i. Shows you are a pro & builds trust
- ii. Sets up “Equity Sensitive” Relationship
- iii. Let's them see the contract in advance and get used to it
- iv. Provides a nice segue to talk about agency & confirm they are not working with another Realtor

Most common trap: Most Realtors don't use a Buyer Packet

c. The Funnel Process

- i. Shows you have a process and are a pro versus a just a “cab driver”
- ii. Handles their fears of “missing something” and “paying too much”
- iii. Gets them committed to a process and gets everyone on the same page.
- iv. Gives them the “Greenlight” to move forward when they see something they like

Most common trap: Most Realtors don't use Funnel Process

d. Scale of 1 to 10

- i. Helps you find out where they are in the process
- ii. Helps you (and them) get clear on the steps necessary to complete a transaction. (Everybody gets their “marching orders”.)

- iii. Helps them get clear on diagnostic questions: who, what, when, where, why, and how

Most common trap: Most Realtors never ask these questions

e. Two Pieces of Paper

- i. Critical when you have two buyers
- ii. You get input from BOTH buyers
- iii. Having them mark their 3 “have to haves” helps them prioritize

Most common trap: Most Realtors skip this step

f. Whats and Whys

- i. People buy their “whys” not their “whats”
- ii. Load the “whys” into your MLS search

Most common trap: Most Realtors do their MLS search based on “Whats” (they can’t wait to ask about beds and baths) and show properties based on “Whats” not “Whys”

During this step, have the conversation about the 85% home (finding the perfect home is difficult)

g. Cash? Loan? House to sell?

- i. Have them checked out by a lender you trust (second opinion for them)
- ii. If there is a mismatch between what they want and what they want to spend, decide how this will be brought up – You? Lender? MLS?

Most common traps: Relying on their word about lender; they have a lender who can’t deliver; having this discussion too early in the process before the foundational questions.

h. MLS Search

- i. Make sure you show matches, under contract, and available

Most common trap: Realtor just shows them what is available and misses the opportunity to show that properties are selling.

- ii. Have discussion about actives and solds you will see in the neighborhood and you have the information available on those properties

Most common trap: Realtor not having this discussion with the buyer and not having active and sold information readily available. When buyer sees a house they like (but are not being shown) they immediately decide to delay any decision to buy until they can go home and check it out on-line.

2. Handling Buyer Objections:

- a. By following the 10-Step Buyer Process, buyer objections are greatly reduced because:
 - i. Buyers are more clear (less confused)
 - ii. Buyers are more confident (less fear)
 - iii. Buyers are more focused (fewer criteria and variables)
 - iv. Buyers are in a “Balanced Brain” Decision making mode
 - v. They have the “Greenlight” to move forward
- b. When buyers want to “think about it” they are either afraid or confused or both. The 10-Step Buyer Process helps them become **clear** and **confident** so they are prepared to **commit**.
- c. For best results, do the entire 10-Step Buyer Process (When you make a phone call, if you leave out a digit or put them in a different order, do you get the results you want?) The same is true with the 10-Step Buyer Process. Don’t skip steps. Don’t put steps in a different order.

Most common trap: Realtor skipping steps or putting them in a different order.

- d. Sometimes objections/concerns will still come up. So the Ninja needs to have the skills to handle these objections/concerns.

Soft Closes with Buyers

A “soft close” – an easy, low risk question that requires a small, low drama decision.

A “hard close” – a tough, high risk question that creates drama and requires a big decision.

Favorite Showing Questions (after the gate of the mind is open):

1. Can you see yourself living in this home?
2. Is this a home you'd like to own?
3. When would you like to move in?
4. Shall we see if we can buy home? (power & party personality type)
5. Shall we make sure we don't lose this home (peace & perfection personality type)
6. If they express an objection: So . . . is there anything else?
7. Is there any portion of the home you'd like to see again before we leave?
8. If they want to think about it.... Offer “Auction Solution” (peace/perfection personality)
9. If they want to think about it Offer “Scratch Pad Solution” so they have something to take home.

Favorite After Showing Questions:

1. Which home do you like better? (Comparison of two homes)
2. Is this home in our top 3? Would you rate this as an 85% home or better?
3. For new construction: What is your favorite plan? Lot?
4. If I call you later tonight and tell you one of these houses has sold, which one would you be most disappointed to lose?
5. If this home sells tonight, will you be OK with that? What is your Plan B?
6. “Scratch Pad” close (“practice contract”), “Auction Close” or set another appointment