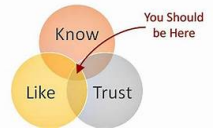


SELLER - Conversation Starters/Opener



VALUE is defined by the **seller**, not the salesperson.

70% of building TRUST & CREDITABILITY is asking the RIGHT Questions!

These questions are a reservoir of thought-provoking questions to use at that initial contact with a seller. Randomly select and use them as conversation openers/starters.

You can't answer anyone's prayers unless you know what they are praying for!

The objectives of these questions are:

- Differentiate Yourself at that initial contact.
- Be the Catalyst for opening and expanding a meaningful conversation.
- Break the Preoccupation of the person you are talking to and gain their attention.
- Manage the Conversation – keep the focus.
- Express Interest - gain a greater Understanding of the client's situation.
- Build TRUST and establish Creditability.

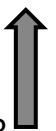
You want the seller to say to themselves; ***"That's an interesting question, I hadn't thought about that... this person is reading my mind... No one else has ever asked me this question... This agent is different from all the others."*** You want them to feel there is value in investing more time with you, they can relax, let their guard down and **OPEN UP!**

Remember: these are to be used randomly, not as a list starting from top to bottom.

You need to dance with them using "Common Sense!"

- Is this a **HAPPY** move?
- What would be the very first thing I could do to make the selling of your home less stressful?
- If you had a **"Magic Wand"** what would you change or like happen with your current situation?
- What **QUESTIONS** would you like answered & what would be most helpful?
- In addition to obtaining the highest sales price, what would make your sale a **TOTAL SUCCESS?**
- What is your biggest concern or possible **fear** with this upcoming move?
- What does a **"Successful Sale"** mean to you - How would you define/describe it?
- What is most important to you; Where you want to GO or Where you ARE?
- What is the first thing you would like to become more knowledgeable about with regard to the **"Selling Process?"**
- What would be the most valuable thing I can do for you with respect to the sale of your home?
- What experiences have you had dealing with a **REALTOR?** (positive & negative)
- Has anyone explained what the **"Golden Time"** is and why it is so important to a seller?
- Do you know the current **"Market Trend"** and how this information can impact your sale?
- What do you think is the difference between a **Full-Service Broker** versus a **Discount Broker**?
- What criteria are you using to select the agent who will represent you & your **"Best Interests?"**
- What is the difference between a property being **"ON"** the market versus **being "IN"** the market?
- What is your **"Risk Tolerance?"**

HIGH TRUST



LOW TRUST

Use these to expand the conversation:

Tell me more... Expand on that... Why is that so important?

RELATIONSHIPS FIRST – Business Second

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