



CALL 15 – PRICE REDUCTIONS SYSTEMS

Call Leaders

Monica Reynolds

Monica@hellerthehomeseller.com

Aaron Simons

Aaron@hellerthehomeseller.com

TABLE OF CONTENTS

Guidelines for this Course	3
Goals	3
Think About This:	4-5
Price Reduction Checklist	6
Script ~ Price Reduction Over The Phone	7-9
Script ~ Top Objections During the Price Reduction	10-12
Plan of ACTION	13-14
Top Ideas From Today's Call	15
Answer Key	15
Review of Previous Calls	16
Call Schedule	17

CALL 15 ~ PRICE REDUCTIONS SYSTEMS

Guidelines for this Course

1. **Only** paid participants may listen to the call.
2. **Download** any materials prior to the call to maximize the training.
3. **Be** PREPARED.
4. **No** distractions or interruptions.
5. **No** cell phones in the area.
6. **No** checking email while on the call.
7. **Do not** put the call **ON HOLD/NO SPEAKERPHONE**
8. **Come** to the call to learn, to participate and have fun!
9. *6 to Mute.
10. *6 to Un-mute.
11. All weekly emails will have a link to the prior week's calls.
12. All materials will be sent to you on Monday and a reminder on Tuesday.

Goals:

1. Understand the mindset of the seller when considering the price reduction.
2. Create a price reduction system.
3. Price reduction scripts.
4. Prices reduction objection handlers.



Thought: If you haven't already....download Dave's app!

<https://www.daveramsey.com/tools/iphone-apps/>

THINK ABOUT THIS!



What is the Seller's perception of their price?

1. _____
2. _____
3. _____
4. _____
5. _____

What is the Seller's perception of you asking for a price reduction?

1. _____
2. _____
3. _____
4. _____
5. _____

What do you do to help persuade them that a price reduction is the right thing to do?

1. _____
2. _____
3. _____
4. _____
5. _____

Do you have a system for asking the seller for a price reduction?

1. **Have you set their expectations during the listing appointment?**
 - “We know that our marketing works to get homes sold so the only thing we are testing when we put your home the market is the price. We will know after the first 2-3 weeks based on the activity and the feedback if the market is telling us we are priced right.”

Dave Ramsey Training


- “When we are at the right price we will be seeing 3-5 showings each week and buyers coming back for second and third looks. The feedback from the agents will be positive and we’ll hopefully be hearing talk of offers.”
 - “If we are not getting the activity we need and the feedback is that there are better deals out there then we’ll know we need to make an adjustment so we can then get your home sold in the next 2-3 weeks.”
2. **Have you set their expectations during your weekly updates?**
- “We are reaching the point where if we don’t see an increase in activity or offers we’ll need to revisit the CMA next week as this might be a sign the market is telling us there are better deals in the market.”
3. **When providing showing feedback are you making sure to keep it focused on their price and motivation?**
- “We’ve had 10 showings and no offers which means the market is telling us we need to revisit the price so we can get your home sold and get you moved to _____.
4. **Every time the client calls you always use the issue at hand as a reason for a price reduction.**
- “Mr. Seller I’m so glad you brought that up. Do I have permission to be honest with you? When there are no showings the market is telling us that our price is out of range with the market. When you price the house right almost magically your home will stand out while the competition will stay on the market and help sell your property...and that is what you want, isn’t it?”

Dave Ramsey Training

PRICE REDUCTION CHECKLIST

Property Address: _____

Date of Price Reduction: _____

New Price:  _____

1. ____ Get seller's signatures on the price reduction form.
2. ____ Change the price in the MLS.
3. ____ Change the price on the 800# recording.
4. ____ Change the price on all the websites.
5. ____ Change the price on all marketing pieces.
6. ____ Notify the buyers agents and team members of the new price.
7. ____ Call and email agents who showed the property about the new price.
8. ____ Call all buyers who called on this property on the sign and 800# and notify them of the new price.
9. ____ Call all Dave Ramsey buyers and notify them of the new price.
10. ____ Put a "Just Reduced" rider on the sign post.
11. ____ Door knock the neighbors and tell them the new price and ask for referrals of who might want to move into their neighborhood.

Dave Ramsey Training

SCRIPT ~ PRICE REDUCTION OVER THE PHONE



Hello Mr. & Mrs. Seller, it's _____ from _____, did I reach you at a good time? Great, I just wanted to give you a quick update on our marketing efforts so far regarding selling your home. We are in our third week of marketing your home and our plan of action has been fully executed.

From agents calling our office and the records from the lockbox we've had _____ number of showings by the following agents: _____.

Have there been any additional showings we are not aware of?

Response _____

So far the feedback has been _____.

Let's review the total activity for the past 3 weeks. We had a total of _____ showings and we haven't received any offers.

I've prepared an updated market analysis for your area and here the changes _____.

Based on the activity we've had on the home as well as the feedback from the agents and the showings the market is telling us we are priced too high in comparison to the competition. At this point in order to get your home sold and get you moved to _____ I'm going to recommend we adjust your price to _____.

If you can agree to that I'm confident we can have your home sold in the next 2-3 weeks so we can get you moved to _____...and ultimately that is what you are looking to do, right?

Great, I'll send over the price adjustment addendum and we will make the changes immediately.

Dave Ramsey Training

SCRIPT ~ PRICE REDUCTION IN PERSON



Mr. and Mrs. Seller, thanks for having me over. The reason I am here today is to discuss with you the activity that we have been having with your home and any important changes in the market which could affect your home in any way. So let's first review what has happened in the last 3 weeks since we listing your home...

We have done everything on our Plan of Action as I said we would. Do you agree we have been doing our job? Great. So in the last few weeks what have you been hearing about the market lately?

Response _____

I can appreciate that and you are right. The longer a home sits on the market ultimately the less it will sell for. Can I explain why?

Response _____

Your home becomes market stale. For example, if there were two identical homes and one had been on the market for 7 days and one had been on the market for 53 days...would you offer the same amount on each home?

Of course not.....

Why is that?

Response _____

Exactly, if no one else was willing to pay the asking price on the home that has been on the market for 53 days why would you? Certainly there must be something wrong with it, right?

On the flip side, the home that has been on the market for only 7 days you would write a stronger offer because it's fresh on the market and you don't want to lose out on it.

Dave Ramsey Training

So can you see that the sooner we can get your price in line with the market the more we can sell it for and get you moved to

_____.

Great, I'm going to recommend we adjust it to \$ _____. Please sign the price adjustment addendum and we will make the change immediately when we get back to the office.

SCRIPT ~ TOP OBJECTIONS DURING THE PRICE REDUCTION

I need more money



I can appreciate you need to net more money from the sale. My goal is to absolutely net you the most money possible. Based on the activity we've had so far on the home and what's going on in the market the market and the buyers are telling us your home is overpriced.



At this point you have 3 options.

1. You can lower the price and sell the house so you can move to _____.
2. You can keep the house and rent it out...from our initial appointment it doesn't sound like the was the best option, right?
3. Or you can keep the home and put your plan on hold for the next 5-6 years...you don't want to do that do you? Of course not.

Let's go ahead and do what the market and the buyers are telling us and lower the price to _____ so we can get you moved to _____. How does that sound?

I have \$31,000 in improvements!!!!!!

I can appreciate that and the from the feedback and the activity the market is telling us even with the improvements there are still more competitive deals out there. This market is a beauty contest and a price war. You've got the beauty contest won now let's work on the price. The improvements you made absolutely make it competitive.

Maybe I should just rent it??????????

That's certainly an option. Let's put a pencil to and see if it makes sense. What does the house cost you each month with your mortgage, taxes, insurance and HOA fees?

Dave Ramsey Training

Great, and how much do you think you could rent it for? Ok, and would you be managing it yourself or paying a property manager? Ok, and are you taking into account any vacancies or money it will cost to keep the property in good condition? Remember, a tenant will never treat the home the way you do.

Now, how long do you think you would have to keep it as a rental before the market will come up to your price? Are you will to hang on to it for ____ more years?

Great, so let's do the math...so if this is what it would take to rent it out does it really make sense to for you do that?

What have you done to sell my home?



That's a great question and let me review with you our plan of action that we have completely executed.

Based on everything we've done to market your home are you in agreement that we've done our job and it's the market that is telling us we need to adjust the price?



We just need the right buyer to pay more?

I can appreciate that and let me ask you this, if you were buying a new car and it was selling for \$25,000 in what circumstance would be will to pay \$30,000 for it? Only if there were no other cars available to sell, right?

In the case of your home the feedback from the agents and the buyers is that they are finding better deals out there. In order to get your home sold so we can get you moved to _____ we need to get ahead of the competition.

My house is better...I just did blah blah.

I can appreciate that and if you hadn't done x, y, and z you'd be looking a price reduction of \$50,000 instead of just \$25,000. Let's do the right thing so we can get you sold and moved to _____.

Dave Ramsey Training

If I reduce my price you have to reduce your commission.



I appreciate your asking. Obviously you are wanting to net the most money. I am here to protect your equity and net you the most money. Here's what I can do, I will contact all the agents who have shown your home to their clients both in person and through the MLS, and I'll let them know about the price change. I'll make sure that the price is reflected in all the marketing materials we've put together and I'll update all the websites that we use. So I'll make everybody aware that we've had a price change on your home and invite them to come see your home again. Fair enough?

Dave Ramsey Training

PLAN OF ACTION



The key to our marketing plan is the daily contacts we make to prospective buyers and to top agents in the area who have buyers for your home. Traditional methods of waiting for buyers to come to us (“Passive” Marketing like open houses or broker caravans) are not nearly as effective as physically contacting potential buyers or their agents and convincing them to look at your home. Active marketing makes the difference and 6 days a week you can count on us to promote your home to buyers.

1. Submit your home to Multiple Listing Service (MLS) and a copy to you for your approval.
2. Submit copies of your listings to our 10 sales personnel for their waiting buyers on the Heller Team.
3. Price your home competitively and expertly.
4. Promote your home to the top agents in the area.
5. Promote property through Heller The Home Seller’s realtor network, currently 93,000 Keller Williams agents.
6. Develop the comprehensive list of features and benefits of your property for cooperating agents to use with their potential buyers.
7. Suggest and advise as to any changes necessary to make your property more saleable and ultimately net you more money.
8. Our call center prospects daily and each sales associate makes prospecting calls for 3 hours per day looking for buyers.
9. Contact over the next seven days...all buyer leads, center of influence, and past clients for their referrals and prospective buyers.
10. Property marketed 24 hours a day by 800 InfoHomeLine. A prospective buyer can hear about your property anywhere in the United States and Canada and at any time. A message text of buyer’s name, address, and

Dave Ramsey Training

phone number is furnished immediately to our team, while they are listening to the message about your home.

11. Property advertised on 75 web sites. Example:

www.realtor.com; trulia.com and www.zillow.com

12. Buyer agents on the team to preview property within the first week.

13. Promote all listings on Chris' radio show on Saturday.

14. Pre Qualify all prospective buyers with a lender.

15. Promote your home to any showing agents pointing out all the features and benefits.

16. Promote your property to agents nationwide through Top Producer, masterminds, and network groups.

Dave Ramsey Training

TOP IDEAS FROM TODAY'S CALL



1. _____
2. _____
3. _____
4. _____

ANSWER KEY



- They lost money
- Lost time
- House is now at a give-away price
- Easy to sell
- Agent does not deserve full commission
- Not doing your job
- What have you done to sell my home?
- Need the right buyer
- Agent is lazy
- Need more marketing
- Review motivation
- Review activity
- Review CMA
- Review Plan of Action
- Review Market Stats

REVIEW OF PREVIOUS CALLS



1. Increasing Conversion Rate.
2. Your Schedule is the Foundation of Your Business.
3. The Buyer Package.
4. The Language of Sales.
5. Preparing for the Listing Presentation - part 1
6. Preparing for the Listing Presentation - part 2
7. Sales Techniques for Buyers and Sellers - part 1
8. The Buyer Consultation - part 1
9. The Buyer Consultation - part 2
10. The Listing File
11. The Listing Presentation - part 1
12. The Listing Presentation - part 2
13. The Listing Presentation - part 3
14. Listing Customer Service
15. The Price Reduction System

Dave Ramsey Training

CALL SCHEDULE

- Every **WEDNESDAY** at:

9:00 am PST

10:00 am MST

11:00 am CST

12:00 pm EST



- The call will be 45 minutes. Please arrive 5 minutes before the call as we will start promptly.
- Your call in information:
 - **Dial:** [\(559\) 726-1200](tel:5597261200)
 - **Access Code:** [270511#](tel:270511)
- To hear a recording of the call:
 - **Dial:** [\(559\) 726-1299](tel:5597261299) (*available after the call*)
 - **Access Code:** [1270511#](tel:1270511)