

**LONDON**  
PROPERTIES

- 3) **We've talked to other agents and they've said they could do it for 5%, could you?**

Unlike trying to buy a product at a discount, when it comes to hiring me to negotiate the sale of your home, you're paying me for a service. In fact, asking me to discount my commission is really like asking me to audition my negotiating skills. What I'm sharing with you now and what you already experienced with the other agent is what you'll get when it comes time to negotiate your sale. If they were so quick to give up their money just to get the listing, imagine how quickly they'll give up your money in order to make the sale. What is even worse is that the point of sale is where the negotiating stars, \_\_\_\_\_. Throughout the transaction, I'll continue to negotiate timelines, inspections, requests for repairs, and various extension periods, all on your behalf. (This is a great time to explain your list to sales price ratio, or that of London Properties. **Not only are you confident that you'll get more at the point of sale, but the dollars and benefits will continue to add up.**) Then close with...**I can appreciate you wanting a good value, we all do. And, I can assure you that I am the** best value.

- 4) Let's suppose you told the Sellers you would handle their sale for a six-percent commission. The Sellers say, "If you'll take it for five-percent commission, you can have it now." You reply, using the right voice, tone, and facial expressions, "Mr. and Mrs. Seller, I can appreciate your wanting to pay less commission. Everyone is trying to put as much money into their pocket as possible. However, if I said yes to that now, it **would be like I lied to you earlier when I said I'd do it for six-percent. And I don't lie.** Quite honestly I believe that would be the worst way to begin a business relationship. I think you'd have to agree with that. Am I right? I don't know about you, but the fact that another agent would ask you for six-percent and then agree to take five-percent doesn't seem right. **It means** they knew all along they would take less and they didn't tell you until you asked them. **That means they were less than honest with you.** I won't do that to you." Then make your proposal. "Why don't we do this?". **If that one-percent is so important to you, let's raise your price one percent and have me work that much harder on your behalf.** That beats beginning our relationship on a lie." Then give them the best puppy-dog look you can muster.
- 5) **Take six one-dollar bills** out of your pocket and hold them up in your hand. Once again, with emphasis on your tone of voice and body language say, "Mr. and Mrs. Seller, I can understand that to you it's only one percent, but, allow me to show you something that I think will make a difference. The Co-Broker gets fifty-percent (set down **three bills** on the table). My company gets approximately a third (set down one more bill on the table). I spend one on marketing, printing, advertising, online, mailing, etc." (Set down one more bill. You have one left.) Hold up the remaining dollar and say, "**This is all I work for. If you take my last dollar, what incentive do I have left to work hard?**" And remember, know your audience. Some associates have used a 6-pack of beer for this. For those sellers, they knew exactly how they would feel if someone took their last beer!
- 6) If they are insistent, then use our Advances Commission Buy Down. Take the listing at five percent plus the small flat fee payable on C.O.E. The idea would be to ask the seller to pay this small fee in addition to the commission amount, but that is your choice see your manager for details. This is always an option if necessary.
- 7) "Just out of curiosity, did the other broker say he would list it for one-percent less commission, or did he say he could actually sell it for one percent less? Was that discussed?" Pause and wait for their response. (Most of the time you will see that actually selling it never came up in the conversation). "Mr. and Mrs. Seller, do you just want your home 'listed on the market' or do you want it SOLD? If you knew that by listing with that other broker at any commission, that your home would not be sold. Would you list with them? The answer naturally will be "No." This is your opening to ask "can I show you something that I believe you'll find makes all the difference. Here are just some points you can use:

We've all heard about the law of "Supply and.... That's right, Supply and Demand . Along with negotiation skills, the most important part of a Realtor's job is to create as much demand as possible. Did the other associate mention anything about how they would expose the property? Did

anything stand out that is important to you?

- Transition and cover their hot buttons
- With nearly 400 associates in our company, by tonight, I will let everyone of them know we've listed your property
- In addition to my own website, the London Properties site receive over 65,000 hits per month
- The individual property website that I'll do for you...(1234 Anystreet.info) provides every buyer direct access to your home's information
- Another powerful vehicle that I and other London Associates offer is the ease of our mobile site. show them yours! Hand them your phone and have them press the buttons to do a search. Explain the importance of mobile (late stage buyers)
- Take them to reliancecmkg.com, show them your marketing strength first hand!
- Just listed cards that you'll order tomorrow
- With myself, other London Associates, my marketing materials, websites, and marketing agency, you don't just get me, you get an entire team increasing the supply of buyers and the demand for your home.

8) **What type of work does the seller do?** Whether someone is a physician, an electrician, a lawyer or librarian, they cannot afford to take a 17% reduction in pay. The seller is asking you to take 5% instead of 6% is not a 1% difference! Whether you're going from 6% to 5% or 3% to 2.5%, it's a 17% reduction! "Mr. and Mrs. Seller, I can appreciate you asking about my commission, I would do the same because at first glance, it only seems like 1%. In fact however, that 1% represents a 17% reduction in my pay. I would imagine that given everything that you contribute at your work, if your employer were to ask you to give the same effort this month but take a 17% reduction in pay, that you couldn't do it. I'm in the same boat as you, I can't do it either."

9) If commission wasn't an issue, who would you list with? "Why you." "Great, can I ask you why?" "Okay, so you like me, which is good because I like you too. This is a big more, we're going to go through a lot together; my job is to keep it smooth, but it's still a process. In going through this journey does it make sense to work with someone you like less let alone to compensate someone that you like less who will not work as hard as I'm committed to work for you? I'm excited about the property, I'm anxious to get going on the marketing, and I'm really looking forward to working together to get your home sold (marriage provides a great analogy here). Does it make sense to embark on the journey of marriage if you're doing it with someone you like the least? I hope not!).

10) Remember that when you are face-to-face with cutting your commission, you are being asked to lower your standards. Sit down and make a list of all the reasons why **you are worth every penny of your** full and fair **commission** and how it benefits your clients to pay that commission. Most agents think they get paid to put a sign in the yard and do paperwork.

I know better. In fact, it's not the paperwork that counts, it's not even the time, it's the experience and ability get the job done that counts. (You can use any analogy here: whether a doctor, lawyer or teacher, it's not the paperwork that counts, it's the experience and ability that you pay for. I only get paid if we have a successful sale and to make it successful, here's what I do:

1. Seller London Advisory
2. Increased Deposit
3. Deoposit Released
4. Pre-approved them

5. Close of escrow
6. Repairs - Pest
7. Risk Reduction & Surety of Close
8. I meet the appraiser

11) Ask why they're even asking for a reduction? You might be surprised at their response. Maybe an in-law in Las Vegas told them they should. Working with a less qualified agent who might take less sounds like a bad bet.

12) You don't get the same services for 2½ percent that you get for 5% and you don't get the same services for 5% that you get for 6%. **Never forget the one thing no other Broker can give them is you. You know you're better, you know you'll work harder. Tell them that. They'll believe you.**

***Good luck!***