



A. BUYER CLOSES...for the signature...

1. Are you excited about this house? Does it meet your needs? Let's write an offer now and get the process started... How much do you want to offer them?
2. You said you wanted to be moved by _____ (date), right? Based on the time it takes to negotiate a good offer, set up a realistic closing time...and get you moved!... We need to... make an offer... right away. Let's prepare and sign an offer right now and put me to work. Are you ready to get started?
3. Mr. /Mrs. _____ is there anything stopping you from buying this home today? Let's take action before someone else "beats us to the punch". We need to...make an offer... today! Make sense?
4. Tell me Mr. /Mrs. _____, if you felt absolutely confident that you could get this house for the right price, would you buy it? Let's... put an offer together right now...to get you what you want. What price do you want to start with?
5. Fortunately Mr. /Mrs. _____, to get you one step closer to moving into your dream home all we need to do

now is... sign an offer... to see what the seller will take. Let's... get started... shall we?

6. What's the first thing you would do to make this home your own? Great, let's... get the paper work started... so you can really make that happen. How much would you like to offer initially?

7. You know Mr. /Mrs. _____, no home is perfect – even if you were spending \$5 million there would be compromises. The compromises you have to make on this home are much, much less than anything else on the market. Does that make sense? Let's... get an offer together... before someone else does... what would be your opening bid?

“SHORT” CLOSSES

8. Are you ready to go ahead?

9. Are you ready to put in an offer?

10. Where would you like to start the bidding?

11. When do you want to move in?

12. This is the one isn't it?

13. Should we start the paperwork now?

14. It's a great home, isn't it time to put an offer together?



B. SELLER CLOSES Part #1...setting the listing appointment...

1. Why do you think some agents sell a lot of homes while others don't? (*) Right!

Mr. /Mrs. _____ That's exactly why we need to get together for 15 minutes so I can show you how I get the job done. Let's set an appointment, I can see you on _____ or _____ at _____pm... which is better for you?

2. If you had a proven plan to get your home sold... I mean something that really worked...would you use it? (*) Perfect! The good news is I have that proven plan! Let's set an appointment so I can show it to you. Which is better for you _____ or _____ at _____pm.

3. Mr. /Mrs. _____ our company sold _____ properties in the last week. The bottom line is we get results... Let's set an appointment so I can show you what we do differently. Do you want to see me on _____ or _____ at _____pm?

4. Mr. /Mrs. _____ if I showed you in black and white what I do differently to sell homes... and like a lot of others, you were totally convinced I could do it... would you list your home with me? Let's set an appointment to get together for 15 minutes... is _____ or _____ at _____pm better?

5. If I showed you how I can expose your home to 99% of the buying public – buyers who are prequalified and ready to buy now! – wouldn't it be worth 15 minutes of your time to meet with me and find out how I do that? Let's set an appointment..._____ or _____ at _____pm.

6. I don't mind doing this for you. Sometime when it's convenient, I'll come by and tell you realistically what your home is worth, how long it will take to sell, and just what it is we do to get all these homes sold. From there you can determine what's best for you and maybe we can do some business. Does that sound fair? Would _____ or _____ at _____pm be better?

7. Mr. /Mrs. _____ I wouldn't be doing my job if I didn't ask you one more time for an appointment...I've learned over the years that... if I don't... you might end up with a mediocre agent and lose money... You don't want to lose money on the sale of your home...do you? I can drop by on _____ or _____ at _____pm, which is better for you?

“SHORT” CLOSES

8. We probably should get together, is today or tomorrow better?
9. When's the best time for me to sit down with you for 15 minutes? Today or tomorrow?
10. The next step is for me to come over to see you, should we do it today or tomorrow?
11. I can see you need me to come over. Are you available tonight?
12. We've got to get together, do you have your calendar handy?
13. Let's set an appointment...do you want me to come over tonight or tomorrow at 5 PM?

C. SELLER CLOSES Part #2... signing the listing agreement...

1. To give your property maximum exposure... I am going to recommend we get a lockbox on the property right away... a sign in the front yard... and of course... we'll get it on the internet as fast as possible... Now... How soon can we come by with the sign and the lockbox? Sign the contract.

2. Mr. /Mrs. _____ Do you feel I can sell your home?
Sign the contract.

3. Mr. /Mrs. _____ Is there anything else stopping you
from listing your home with me tonight? Let's sign the
contract.

4. As a professional service... and to start our relationship...I'll
call the agents you still have appointments with...and cancel
the appointments for you...it's done that way all the time. Mr.
/Mrs.

_____. Would you like to know what I'm going to say?

*"They thought you were terrific... They wanted to give you a
chance but...it made better sense to...list with me tonight. If you
have any buyers... go ahead and bring them by...the lockbox will
be on the door tomorrow morning!"*

So Mr./Mrs. Seller...let's make a list of whom I need to call.
And then we can sign the contract!

5. Mr. /Mrs. _____ Based on your time frame... how
much you want for your home...And the marketing and
exposure you need... I'm the right person for the job... Put me
to work for you right now...sign the contract.

6. Have you noticed that all the Realtors say basically the
same thing?

Let me show you how I separate myself from the
competition...

Mr. /Mrs. _____ How many homes do you think the
average realtor sells per year? (*)

The answer is 4 to 4 ½ homes per year...4 ½ !!! In the last 12 months I sold _____ homes. That's a big difference isn't it? (*)

I'm sure you'd agree that this is not the time to be taking a chance on maybe's... Sign the contract and let's get your home sold.

7. When would you like to receive your first offer? All we need to do now is simply... sign the contract... so I can help you get what you want in the time you want... won't that be great? (*)

Sign the contract please.

"SHORT" CLOSES

8. Obviously you want me to get working for you, let's sign the contract.

9. Great, let's get started shall we?

10. Shall I start the paperwork now?

11. Can you see any reason not to go ahead?

12. Any other thoughts before we put me to work for you?

13. This is exciting!... All we need to do now is do some paperwork. Are you ready?

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