

*Jerry Bresser*

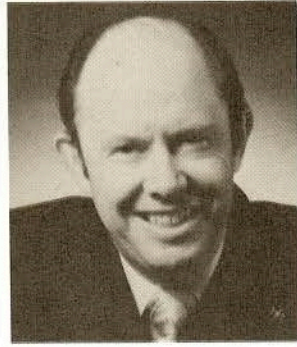


**LIST  
MORE,**

**SELL  
MORE.**

*"The most effective Listing & Selling  
System in North America"*





**Welcome to the  
Jerry Bresser  
LIST MORE  
SELL MORE  
SYSTEM**

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It is my sincere desire that this program will prove to be the beginning of a long, rewarding, and pleasurable career in professional selling for you.

It is a sad but true fact that the majority of people who obtain a real estate license actually have the untapped potential to become great producers, high achievers, and truly professional people, yet most of them won't survive the first two years in real estate for a very simple reason: They will not learn to say what they need to say in order to sound professional and appear credible.

Many will be misled by the continuing myth that it doesn't matter what you say, it's how you say it that counts.

The truth is that *every word counts*. And the truth is that the right word or words can make a brand new agent more credible, more professional in the eyes of the seller or buyer than a ten year veteran who has not yet learned the secret of professional communications.

The contents of this book are the products of more than 7 years of research. Like a good piece of music, they have a positive emotional or logical impact on the prospect who hears them, if they are presented with sincerity, with credibility, and with accuracy.

If you will listen carefully to the techniques as they are demonstrated, get a feel for how to present them and when to present them, and then take the time to master them word perfectly so they will come out of you instantly when you need them, you will see a great increase in your confidence, your productivity, your professional reputation, and your earnings.

*When you can say what you want to say, you can do what you want to do.*

Have a FAN—TASTIC FUTURE!

# PROSPECTING FACT FINDING SURVEY

A good fact finding survey has several purposes and benefits.

1. It produces many good prospects for listing or buying.
  2. It's the fastest way to get started in the real estate business.
  3. It's the fastest way out of a sales slump.
  4. You serve your community more professionally by becoming a specialist in a specific area.
  5. You save gas, money and travel time.
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How to proceed:

Select an area in which you will specialize. It should contain approximately 500 homes. Using your Cross-Reference Directory, contact the residences as follows:

'Mr. (Mrs.) \_\_\_\_\_, please.'

'Thank you. My name is \_\_\_\_\_ of \_\_\_\_\_. I'm doing a special survey. Do you plan to move sometime within the next two or three years?'

'May I ask, approximately when?'

'May I ask, will you be staying in this area?'

'Thank you. Goodbye.'

If someone asks why you are doing the survey:

'I plan to specialize in this neighborhood so I can be of more help to sellers and buyers. I need to have some idea of how many people plan to move and approximately when.'

**IMPORTANT:** Do not try to make appointments while doing a survey. It makes a lie out of the survey. When good leads are obtained, make up a lead card and contact them later.



# PROSPECTING — CRISS-CROSS CANVASSING

- METHOD ONE:** 'Mr./Mrs. \_\_\_\_\_, please.' 'Yes.' 'Thank you. My name is \_\_\_\_\_ of \_\_\_\_\_.'
- 'We have a family very interested in finding a home in this neighborhood right now. Are you thinking of moving in the near future?'
- If the party that you are calling indicates that they plan to move sometime in the future, you should ask:
- '\_\_\_\_\_, if I could find the home you want, to fit your budget, would you make the move sooner?'
- Also ask:
- '\_\_\_\_\_, do you know of anyone else who is considering moving in the near future?'
- METHOD TWO:** 'We have been doing a lot of advertising lately, and, as a result, I have a family that is most anxious to find a home in this area. Are you thinking of moving in the near future? . . . Do you know of anyone else who is?'
- METHOD THREE:** 'We have recently sold a home near here on \_\_\_\_\_. We showed that home to several families who really like this neighborhood. They are very anxious to find a home. Are you thinking of moving in the near future? Do you know anyone else in the neighborhood who is?'
- METHOD FOUR:** '\_\_\_\_\_, the value of homes in this particular neighborhood is exceptionally high right now. That has made it practical for some families to move into the new or larger home they always desired, yet stay within their budget. Would you consider such a profitable move if that would work for you?'
- METHOD FIVE:** 'We have had several serious buyers inquiring about homes in this area recently. I have no specific buyer right now, but because of our advertising and our inter-state referral service, we frequently have out-of-town buyers who need to make a fairly quick buying decision. May I ask . . . are you planning to move in the near future?'
- 'Do you know of anyone else who is?'
- METHOD SIX:** 'Interest rates have just been reduced, making it possible for many people to qualify for mortgages who could not do so recently. We need to have some idea of how much property is seriously for sale. May I ask . . . do you plan to move in the near future?'



# PROSPECTING — REFERRALS

When you have just listed and sold a home, ask the sellers:

'\_\_\_\_\_, are you pleased with the job I did for you?'

'Do you know of anyone else who is about to sell or will be selling in the near future?'

'Do you know them well enough to call them on the phone?'

'Would you do me a favor?'

'Would you please call them on the phone and tell them how pleased you are with the job I did for you and that I would be delighted to show them how my selling methods would work for them?'

GRAPEVINE 1 'I heard (from \_\_\_\_\_) that you are moving. I'd like to represent you to sell your home!'

GRAPEVINE 2 'I heard (from \_\_\_\_\_) that you are moving. May I ask . . . are you committed to list with a particular person?'

If yes — Friend 1

If no — Grapevine 1, or 8ROS, or FISBO 2



# PROSPECTING — FISBO'S

**FISBO 1** 'Hi . . . I saw your sign (ad) . . .'  
'May I ask . . . are you cooperating with real estate?'

**FISBO 2** '\_\_\_\_\_, may I ask just one quick question. If . . . we had a qualified buyer . . . willing to pay a price acceptable to you . . . would you accept such an offer through our company?'

**FINE** 'It will take just a few minutes to see enough of your home so I can tell potential buyers about it. May I do that now? (Will 7:00 p.m. be OK or will 8:00 p.m. be better?)'

**FISBO 3** 'I saw your ad (sign) and I saw the part that said 'no agents.' May I ask just one quick question. If . . . we had a qualified buyer . . . willing to pay a price acceptable to you . . . would you accept such an offer through our company?'

**FISBO 4** 'If you felt . . . that you could actually get . . . more money . . . a quicker sale . . . and fewer problems . . . by doing business with real estate . . . would you do so?'

NOTE: If you get a negative response from FISBO 2, or 3, or 4, you can repeat the question or ask:

'May I ask why?'

**FISBO 4 (Modified)** If you felt . . . that you could actually get . . . more money . . . a quicker sale . . . and fewer problems . . . by doing business with —

- a professional real estate person
- a young person
- a woman/man
- a new aggressive firm
- a person you could trust
- 
- 

would you do so?



## PROSPECTING — FISBO'S

- FISBO 5** 'Hi! I saw your sign and I saw the part that said "No Agents." Do you know why my company sent me out to see you?'  
'I'm the closest one to 'No Agent' in the company.'
- FISBO 6** 'If you felt . . . that you had a good chance . . . to NET \$1,000 extra . . . by having me represent you to sell your home . . . would you do so?'
- FISBO 7** 'If you felt . . . that you could actually get . . . more money . . . a quicker sale . . . and fewer problems . . . by giving me an exclusive listing today . . . would you do so?'



# PROSPECTING — NEIGHBORS TO A LISTING

## USE THIS STATEMENT TO GET FULL COOPERATION

'Hello, Mrs. \_\_\_\_\_, please. Thank you. My name is \_\_\_\_\_ of \_\_\_\_\_.'

'We have just listed the \_\_\_\_\_ home at \_\_\_\_\_. I'm calling to let you know it is for sale and also to let you know that I will be very pleased if I can find new owners who will become real fine neighbors for you. Would you mind if I asked you a few questions that will help me do that? . . . THANK YOU!'

## FOR ANOTHER COMPANY'S LISTING

'The \_\_\_\_\_ Company has just listed the \_\_\_\_\_ home at \_\_\_\_\_. We work with them through the Multi List. I am calling to let you know the \_\_\_\_\_ home is for sale and also to let you know that I will be very pleased if I can find new owners that will become real fine neighbors for you. Would you mind if I asked you a few questions that will help me do that?'

## TO LOCATE PROSPECTS FOR THE LISTED HOME

'Have any of your friends or relatives ever mentioned that they would like to locate in this area?'

'Do you know anyone who has outgrown their apartment . . . or home?'

'Can you think of anyone who is renting a home or apartment, but might like to buy?'

## TO GET NAMES AND PHONE NUMBERS OF REFERRALS

'May I have their phone number and I'll call them right away to make an appointment quickly before the home is sold.'

'Please be assured that I will call them with the same professional courtesy with which I am calling you.'

'May I check back with you at \_\_\_\_\_ to see if they would like to see the home.'

'Now, in the event this home is not suitable to the \_\_\_\_\_, can you think of . . . ?'

## TO LOCATE PROSPECTS FOR OTHER LISTINGS

'Do you know anyone who might be interested in buying a home other than this one? I have other listings.'

## OTHER POSSIBILITIES

'Have you considered buying a home or property in the area as an investment?'



# PROSPECTING — NEIGHBORS TO A LISTING — Continued

## TO GET INFORMATION THAT WILL HELP SELL THE LISTED HOME

'May I ask . . . what do you like about this neighborhood?'

'May I ask . . . how long have you lived here?'

'One of the things potential buyers like to know is: What are the people like who live here now? May I ask . . . do you have children? (Obtain ages and whether boys or girls.)'

'May I ask . . . what kind of work does your husband do?'

'Do you know of anyone in the neighborhood who has special services that would be of interest to new owners?'

## TO GET MORE LISTINGS

- Small children: 'Have you thought of moving to a larger home as the children grow and require more room?'
- Teenagers: 'Have you thought of moving to a larger home that will give your teenagers the room they need and you and Mr. \_\_\_\_\_ the privacy you need?'
- Grown and Gone: 'Have you thought of moving to a smaller home or condominium now that you don't need so much room?'
- Value: 'The value of homes in this neighborhood is exceptionally high right now. This has made it possible for some families to move into the new or larger home they have always desired, yet stay within their budget. Would you consider such a profitable move if that would work for you?'

## TO GET LISTING REFERRALS

'Do you know of anyone, either here or elsewhere, who might be thinking of selling their home in the near future?'

## OPEN HOUSE

'I am holding open house at \_\_\_\_\_ this afternoon between 2:00 and 5:00 p.m. We are using an exciting, new way to help our sellers get more money and a quicker sale. We have it on display this afternoon, and even if you don't plan to move soon, I'd like to invite you over to see it. Also, if you know of anyone who might be interested in this home, perhaps you'd like to call them and let them know it's open for inspection.'

# QUALIFYING

## Stage I Qualifying

DETERMINE BASIC INFORMATION

'Why are you selling?'

'When do you have to \_\_\_\_\_?'

'Where are you going?'

'Do you need the money from this house to buy your next home?'

## Stage II Qualifying

EXPLORE INCONVENIENCES, PROBLEMS, COSTS IF HOME IS NOT SOLD IN 60-90 DAYS

'What happens if — new home closes before this one sold?'

interim financing runs out?'

you must go to \_\_\_\_\_ before this home sells?'

you have to come back from \_\_\_\_\_ to close?'

this home isn't sold in 60-90 days?'

'Who pays for

rent until this sells?'

interim financing?'

air fare?'

phone calls?'

## Qualifying Wrap Up

DETERMINE TIME URGENCY — MAKE PROSPECT AWARE OF TIME FACTOR

'Would it be to your best advantage to have this home sold and closed by \_\_\_\_\_?'

'Since a conventional mortgage (or almost any kind of financing) takes almost 30 days to close, we should have this home sold in 60 days so you can leave in 90 days with the money.... isn't that right?'

## Pivot to Listing Presentation

ELIMINATE OBJECTIONS — SET YOURSELF UP TO WIN

'If you felt....that you could actually get....the *most* money....the *quickest* sale....and the *fewest* problems.... by giving me....an exclusive....listing....today....would you do so?'



## LISTING PRESENTATION

**8ROS** 'Mr. and Mrs. \_\_\_\_\_, there are eight good reasons why you will benefit by having me represent you to sell your home. What you want is . . . the most money you can get . . . as quickly as you can get it . . . and with the fewest problems possible. Isn't that right?' (Say yes!) 'Here is how I can help you do that:'

**R 1** 'First . . . I can make almost any home a little more attractive to potential buyers. Through my experience, I know the reasons people do not buy . . . as well as the reasons they do. For example . . . most buyers are concerned about getting ample closet space . . . yet many people keep so many clothes in the closet it tends to make the closet look smaller and unsatisfactory, turning away an otherwise interested buyer. Can you see that kind of thing happening?'

**MORE TO SELLING** 'There's more . . . there's a lot more . . . to selling a home . . . than a sign on the lawn . . . an ad in the newspaper . . . and wait. Here's why . . .'

**12 LOOKS** 'On the average . . . buyers inspect twelve homes . . . before deciding. That means . . . eleven other homes . . . are competing against yours. The result is . . .'

**60/40** 'In average years . . . only 60% of all listed homes sell . . . during the original . . . listing . . . period. Which means 40% do not sell. That means . . . of any 10 homes for sale in this area . . . only six will sell within 90 days . . . but four will take longer than 90 days to sell . . . or will not sell at all.'

**CHECK LIST** '\_\_\_\_\_, I am absolutely determined to make sure your home competes successfully against all of the other homes for sale in this area. I am determined to make sure that your home has every sales advantage possible . . . so I work from a check list that contains 21 items.'

'As soon as you give me the 'go-ahead' I'll give you a copy of this check list and go over it with you very carefully, step by step. That's one way . . . you will get . . . the most money . . . the quickest sale . . . and the fewest problems . . . which I know you want. Isn't that right?'

# LISTING PRESENTATION

**HLS** 'Here's something else I do.'  
'I'll make a list of all of the good features in your home. I'll print enough copies so buyers can take them home.'  
'When buyers inspect five, six, ten homes . . . they get all confused! They get home at night and say . . . 'Which home had the picture window in the kitchen . . . which home had the \_\_\_\_\_ . . . which home had the \_\_\_\_\_?'  
'Can you see that kind of thing happening?'

**BQ HLS** 'Can you see how the Highlight Sheets will help buyers remember the good features in your home?'

**HLC** 'Here's something else.'  
'There are about \_\_\_\_\_ active sales people in this area. Any one of them could bring a buyer to your home.'  
'The problem is . . .'  
'Not all sales agents show a home the same way. As a matter of fact, some don't show a home completely. They bring a buyer to the home . . . but they may not point out all of the good features in the home.' (Optional: Explain why.)  
'\_\_\_\_\_, I am determined to make sure that all of the good buyers find all of the good features in your home. So . . . I make up these highlight cards.'  
'If you had a 7 x 10 storage/utility room, I would highlight that feature.'  
'If you had a . . . ' (or: 'I noticed that you had a \_\_\_\_\_. I will highlight that.')

**BQ HLC** '\_\_\_\_\_, can you see how these Highlight Cards will help the buyer find all of the good features in your home?'

**BQ CS** 'Can you see how all of this will help you compete successfully against the for sale in the area?'

**BQ SHOW** 'Do you see how I can help you prepare your home for showing?'

**BBQ1** 'Do you see how you will benefit by having me represent you to sell your home?'



# PRICING PRESENTATION

**R 2** 'One of the ways you will benefit by having me represent you to sell your home is . . . '

('Second) I can help you determine the best price to ask. Surprising as it may seem, people sometimes set the price much lower than fair market value. Usually, however, the price is set too high and the home does not sell. It takes a lot of work on my part, but I can help you determine the right price to ask.'

## **CMA — C (Concept)**

'I work from a Comparative . . . Market . . . Analysis, that contains three important elements.

1. Similar Homes Recently Sold. These tell us what people are willing to pay . . . for this kind of home . . . in this area . . . at this time.
2. Similar Homes For Sale Now. These tell us what we are competing against. Buyers will compare your home against these homes.
3. Expired Listing — Similar Homes Unsold for 90 Days or More. These illustrate the problems of over-pricing. As a matter of fact, these tell us what people are not willing to pay . . . for this kind of home . . . in this area . . . at this time.'

**BQ 2** 'Do you see how this approach will help you determine the right price to ask?'

(NOTE: If you can't find an expired listing, use a listing that was reduced in price. The higher asking price also tells us what people are not willing to pay.)

# PRICING PRESENTATION

## WHAT I THINK

'Mr. \_\_\_\_\_, what I think your house is worth has absolutely no merit whatsoever. The only thing that counts is . . . what are people willing to pay . . . for this kind of a home . . . in this neighborhood . . . at this time. Isn't that right?'

## THE BEST WAY

'The best way to determine what people are willing to pay . . . for this kind of home . . . in this neighborhood . . . at this time . . . is through comparable homes that have recently sold.'

## AT THIS POINT

'At this point, people usually ask me what I think their home is worth. Well . . . what I think, etc.'

## COMPS MILES AWAY

'Comparables can be 20 miles away. When people look for homes in this area, they often also look at homes in \_\_\_\_\_, and when they do, they compare values; . . . how much house and how much land can they get for X dollars.'

## PRICE ASSURANCE

'By offering your home for sale in the competitive price range, I believe you will get the most money . . . the quickest sale . . . and the fewest problems . . . which I know you want isn't that right?'

## PRICE DELAY

'The pricing of your home is far too important to guess at. Let's go through the house first.'

## PRICE TIE-DOWN

'\_\_\_\_\_, do you want the most money possible . . . as quickly as possible . . . and with the fewest problems possible? . . . The best way to do that is to price it right in the first place. Does that make sense?'

## CLOSING PRICE

### PRICE 1

'Where do you want to price it?'

### PRICE 2

'Based on the information I have given you, what price do you think will get the most money . . . the quickest sale . . . and the fewest problems?'

### PRICE 3

'I will take your listing today at a price you feel comfortable with. Then I will prepare a comparative market analysis and bring that information back to you. Then . . . you can adjust the price up . . . or down . . . or leave it alone . . . as you feel best. Fair enough?'



# PRICING PRESENTATION

## SLIGHTLY LESS SLIGHTLY MORE

'How would you like to get a little more for your home than other people are currently getting? Some people are doing it by using the 'SLIGHTLY LESS — SLIGHTLY MORE' pricing concept.'

'To get the most money . . . the quickest sale . . . and . . . the fewest problems . . . price your home slightly less than the competition . . . and slightly more than recent sales!'

Here's why:

'By pricing slightly less than the competition, more sales agents will inspect your home . . . and more buyers will inspect your home.'

'The extra activity and interest will give you a better chance to get a full price offer that is slightly more than recent sales.'

## ONCE/ TWICE

'To get a home sold once — we need to sell it twice. First . . . we have to sell it to the sales agents . . . and second . . . they have to sell it to their buyers, so . . . to get the most money . . . the quickest sale . . . and . . . the fewest problems . . . we need to get sales agents excited!'

## PRICED RIGHT AND SHOWABLE

1. Over-priced	showable	medium excitement
2. Priced right	not showable	medium excitement
3. Over-priced	not showable	<u>big problems</u>
4. Priced right	showable	lots of excitement lots of activity lots of showing the <u>most money</u> the <u>quickest sale</u> the <u>fewest problems</u> .

## CMA (Actual)

'Here is the comparative market analysis that I prepared for your home. Here is your home . . . and I think you will agree that all these homes in the area are similar to yours . . . do you agree?'

'Here are the similar homes recently sold . . . and again, these tell us what people are willing to pay for this kind of home . . . in the area . . . at this time . . . \$\_\_\_\_\_, \$\_\_\_\_\_, and \$\_\_\_\_\_ . . . here are the homes for sale now — etc.'

## LISTING PRESENTATION

**R 3** 'Third, there are four ways that we can expose your home to a great number of potential buyers:

'First, through the sales people in our own office, our branch offices, and our multi-list association.'

'Second, we advertise almost every home we list and that creates additional prospects.'

'Third, we continuously receive calls from qualified buyers because we are in business.'

'Fourth, I do some very specialized work to develop additional buyers. For these four reasons, 90% of all homes sold, in (city, county, state, or province) are sold through real estate firms.'

**BQ 3** 'Do you see how we can expose your home to a great number of potential buyers?'

## FISBO PRESENTATION

### MY CALLS VS. YOUR CALLS

'May I ask, how long have you been advertising your home for sale?'

'May I ask, how many calls did you receive last week?'

'How many were from real estate firms?'

'Of those that were not in real estate, how many came out to see your home?'

'How many made an offer?' (If none — 'Do you know why?')

'Did you accept it?' (Answer will always be no — 'May I ask why?')

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'How many qualified buyers did you have last week?'

'Last week in our office we received \_\_\_\_\_ calls from signs or ads. Of those, we felt that \_\_\_\_\_ were serious and \_\_\_\_\_ were qualified.'



# FISBO PRESENTATION

**R40S** 'Mr. and Mrs. \_\_\_\_\_, one of the ways you will benefit by having me represent you to sell your home is: I can sort out prospects.'

**4 KINDS** 'Basically, there are four kinds of people who look at homes. The first kind are in a hurry to move. They have a sense of urgency. They may have been transferred, or have already sold their present home, or just want to make a quick decision.'

'The second kind are not in a hurry. They have no sense of urgency, but they are serious buyers. They may be young people or other first time buyers . . . proceeding cautiously. Or . . . they may be second or third time buyers looking for a very special home.'

'The third kind are looking for a real bargain. Their idea is to save the commission that goes to a real estate firm, or worse, they want to find someone who is desperate to sell so they can buy the home for thousands of dollars under fair market value.'

'The fourth kind will never buy. They can't afford to buy, or just don't want to. But they enjoy looking at homes for a pastime.'

**85%** 'Mr. and Mrs. \_\_\_\_\_, right now . . . today . . . in <sup>(our city)</sup> there are a certain number of people who are absolutely serious about finding and buying a home. Would you agree with that?'

'One of the ways they look for a home is in the newspaper, isn't that right?'

' . . . and when they open up our newspaper, here's what they see: 85.8% of all the homes they would like to look at are in the hands of real estate firms. Only 14.2% of the homes are in the hands of owners.'

**85%  
TIE  
DOWN** ' \_\_\_\_\_, if real estate firms have 85.8% of the homes for sale . . . where . . . do the serious buyers have to go?'

' . . . so what kind is left over for you? Bargain hunters and casual lookers. Isn't that right?'

**BQ4** 'Do you see how I can save you from having unqualified strangers wandering through your home?'

# FISBO PRESENTATION

## SGA

1. '\_\_\_\_\_, may I ask . . . what is the single . . . greatest . . . advantage . . . you would have . . . in selling your home directly . . . to a buyer?'  
'Save the commission . . . isn't that right?'
2. 'May I ask . . . what is the single . . . greatest . . . advantage . . . a buyer would have . . . in buying directly . . . from you?'  
'His single greatest advantage is to save the same commission . . . you hope to save . . . isn't that right?'
3. '\_\_\_\_\_, is there any possible disadvantage . . . you would have . . . in continuing to try to sell your home yourself?'

## 90%

'90% of all direct buyers are not qualified to buy the homes they look at. Here's why:

If buyers are serious . . . and intend to buy directly from sellers . . . the first thing they do is . . . qualify themselves.

They go to their banks and they find out how much they can afford to buy.

Let's say they qualify to buy \$40,000 homes. They don't look at \$40,000 homes. They look at \$45's . . . 50's . . . 60's . . . even 70's.

Remember . . . they're out to find a bargain. At the very least . . . they want to save the commission.

When they go through a house . . . they size up the house . . . and they size up the sellers.

If they find out that you have just started and are not willing to accept offers, they won't make one.

But . . . if they think you are ready to accept an offer . . . maybe getting desperate . . . then they will make an offer. But that offer is usually 10% or 20% less than fair market value, because . . . that's all they can afford.'

## ODDS

'Do you see how the odds are stacked against you?'



# FISBO PRESENTATION

## YOU WILL PROBABLY LOSE 3%

**3%** ' \_\_\_\_\_, statistically, owners lose three to five percent more by selling their own home directly to a buyer than by selling through a real estate firm and paying a commission. Here's why:

### 1. THE OWNER ACCEPTS LESS

- Direct buyers are usually bargain hunters looking for desperate sellers.
- A ten year study in Philadelphia showed that owners selling direct grossed 9-12% less than real estate firms.
- Generally, serious buyers are willing to pay a fair price for the convenience and security of dealing through a licensed real estate firm.'

' \_\_\_\_\_, anytime you . . . or I . . . or anyone . . . buys something where a salesperson or firm is involved . . . we expect to pay fair prices.

And anytime . . . you . . . or I . . . or anyone buys something . . . directly from the owner . . . we expect to pay less . . . isn't that right?'

### 2. THE OWNER PAYS FOR ALL ADVERTISING

It's quite easy to spend 1% of the value of a home in advertising.

### 3. IT USUALLY TAKES OWNERS LONGER TO GET A SALE

Result: extra taxes  
extra interest  
extra utilities  
extra insurance

### 4. THE OWNER OFTEN PAYS HIGHER ATTORNEY FEES

- When sold through real estate — an attorney checks our work.
- When sold by owner — an attorney does the work. You get billed accordingly.

When an attorney checks my work . . . it may take half an hour. But when an attorney does the work . . . it could take 5 to 6 hours . . . and you get billed accordingly.

## LISTING OR FISBO PRESENTATION

**PQS** '\_\_\_\_\_, has anyone ever told you the difference between a POTENTIAL buyer . . . a QUALIFIED buyer . . . and a SERIOUS buyer?'

'A potential buyer is anybody who might buy.'

'A qualified buyer can buy.'

'A serious buyer wants to buy.'

'But . . . we can have a qualified buyer who is not serious.'

'Or . . . we can have a serious buyer who is not qualified.'

'So . . . the only kind that counts is . . . a serious . . . qualified . . . buyer . . . isn't that right?'

## FISBO PRESENTATION

**DANGER** (This technique must be used with extreme caution and discretion.)

'Mr. (For Sale by Owner), are you going to work tomorrow?'

'If a couple comes to the door at 10 o'clock and says they are being transferred from another city and just have today to look and make a decision . . . will Mrs.\_\_\_\_\_ show them the house?'

If answer is yes: 'Do you want to expose her to that danger? How do you know they really are being transferred?'

If answer is no: 'I appreciate your caution. Mrs.\_\_\_\_\_ really shouldn't show the home to strangers when you are not here. But, maybe they really were being transferred and only had one day to look and decide.'

**BQ DANGER**

'Do you see how I can eliminate any danger and still expose your home to the serious prospects?'



## LISTING OR FISBO PRESENTATION

**R 5** 'Fifth, I can sell prospects on taking action. Even a good prospect needs urging to make a commitment. If he is looking at several homes, I'm in a better position to help him decide on this home.'

### MY BUYERS vs. YOUR BUYERS

'Suppose I take Mr. and Mrs. Buyer out to see a home on 'A' Street. As we go through the home they say, 'Gee, I like that feature . . . or . . . Gosh, I don't like that feature.' Can you see that kind of thing happening?'

'I take them to 'B' Street. Again they say, 'Gee, I like that . . . or Gosh, I don't like that.'

'I take them to 'C' Street. Again they say, 'Gee, I like . . . Gosh I don't.'

'Now . . . I bring them to your home. And . . . based on their comments on 'A' Street, 'B' Street and 'C' Street . . . I know yours is the house they want.'

'Can you see how I am in a great position to help them decide on your home?'

'\_\_\_\_\_, selling your own home . . . can you duplicate my experience?'

**BQ 5** 'Do you see how our selling experience can help you get a quick sale?'

**R 6** 'Sixth, we can negotiate better. When a buyer makes an offer directly to the owner, the owner often cannot negotiate. As a third party, we are in a much better position to help maintain the asking price without losing a serious buyer. Most often, the difference right here is more than the commission involved.'

**BQ 6** 'Do you see how we are in the best position to get the most money possible and not lose a qualified buyer?'

**R 7** 'Seventh, we can help buyers find mortgage money when that's a problem. With today's conditions, we have to do that quite often.'

**BQ 7** 'Can you see how we might save a sale when the buyer needs a little help?'

**R 8** 'Eighth, we can cut through the red tape. Once an offer is accepted by you, there is a lot of complicated paper work and detail. Since we live with this every day, we know the efficient ways to process the mortgage.'

'\_\_\_\_\_, we know the efficient ways, but we don't take any shortcuts. We touch all the bases . . . we do all of our homework. We don't want any surprises or problems at closing.'

**BQ 8** 'Can you see how we can save you a lot of work and worry, and running around?'

## LIST FIRST — PRICE SECOND

### **2 I.D. Two Important Decisions**

'When you put your home up for sale . . . you have two . . . important . . . decisions . . . to make.'

'First . . . what person . . . or firm . . . will you have . . . represent you to sell your home . . .'

'And second . . . with that person . . . determine . . . the best price to put your home on the market.'

'Does that make sense?'



# PREPARING A HOME FOR SHOWINGS

## ADDITIONAL TECHNIQUES FOR USE WITH THE CHECK LIST

**BBQ 2** 1. '\_\_\_\_\_, I am absolutely determined to get you the most money possible . . . as quickly as possible . . . and . . . with the fewest problems possible . . . which I know you want . . . isn't that right?'

**WOULD YOU BE OFFENDED** 2. 'Would you be offended if I suggested that you spend \$\_\_\_\_\_ in order to get more money . . . a quicker sale . . . and fewer problems?'

**I KNOW YOU ARE BUSY** 3. 'I know you are busy and have other things to do, so here's what I have in mind . . .'

**NO SECOND CHANCE** 4. '\_\_\_\_\_, we never get a second chance . . . to make a good . . . first . . . impression, would you agree with that?'

**GRASS, WEEDS & SHRUBS** 5. 'I take Mr. & Mrs. Buyer in my car and drive out to look at a home. As we pull up in front of the home, Mr. Buyer says, 'I don't like it.' . . . and all that's wrong is . . . the grass isn't cut, there are weeds in the garden, and the shrubs haven't been trimmed. Can you see that kind of thing happening?'

**BUYING IS EMOTIONAL** 6. 'Buying a home is an emotional situation, would you agree with that?'

# FEEDBACK QUESTIONS

## TIE DOWNS

'Would you agree with that?'

'Would you agree with that basic statement?'

'Does that make sense?'

'Isn't that right?'

'Can you see that kind of thing happening?'

'Have I given you enough information to make a decision?'

'Is that fair?'

'Fair enough?'

## BENEFIT QUESTIONS

### **BBQ1** Basic Benefit Question #1

'Do you see how you will benefit by having me represent you to sell your home?'

### **BBQ2** Basic Benefit Question #2

'I am absolutely determined to get you the most money possible . . . as quickly as possible . . . and with the fewest problems possible . . . which I know you want . . . isn't that right?'

## LOGIC CHECKS

FISBO 4 (Page 4)

FISBO 7 (Page 5)

ODDS (Page 16)



# BENEFIT QUESTIONS

The following benefit questions correlate with the eight reasons.

NOTE: A benefit question is any question, a positive answer to which indicates the prospects understand the benefits they will gain by the idea you have just expressed to them. Therefore, there are thousands of ways you can word benefit questions.

**BQ1** 'Can you see how I can help you highlight the best features of your home?'

**BQ2** 'Can you see how this approach will help you determine the best price to ask?'

**BQ3** 'Do you see how I can expose your home to a great number of potential buyers?'

**BQ4** 'Do you see how I can save you from having unqualified strangers going through your home?'

**BQ5** 'Do you see how our selling experience can help you get a quick sale?'

**BQ6** 'Do you see how we are in the best position to get the most money possible and not lose a qualified buyer?'

**BQ7** 'Can you see how we might save a sale when the buyer needs a little help?'

**BQ8** 'Can you see how we can save you a lot of work and worry and running around?'

**BQHLS** 'Do you see how the Highlight Sheets will help buyers remember all of the good features in your home?'

**BQHLC** 'Do you see how these Highlight Cards will help the buyers find all of the good features in your home?'

**BQCS** 'Do you see how all of this will help you compete successfully against all the other homes for sale?'

**BQ SHOW** 'Do you see how I can help you prepare your home for showing?'

**BQ DANGER** 'Do you see how I can eliminate any danger and still expose your home to the serious prospect?'

# CLOSING — LISTING

All closes generally follow a reasonably complete listing presentation and some sign of acceptance and understanding by the prospect, such as a positive answer to BBQ1.

**PIVOT 1** 'Fine, for me to represent you, I need just a little more information.'

**PIVOT 2** 'Fine, I can get started just as soon as I have a little more information.'

**FACTS** 'The correct spelling of your last name is \_\_\_\_\_, isn't that right?'

'What is the correct spelling of your first name?'

'The address here is \_\_\_\_\_, isn't that right?'

'The zip code is \_\_\_\_\_, isn't that right?'

'The lot size is \_\_\_\_\_, isn't that right?'

'We are in the \_\_\_\_\_ school zone, isn't that right?'

'The property taxes are \_\_\_\_\_, isn't that right?'

**POSSESSION** 'May I ask, how soon after the sale would you like to give possession? Is \_\_\_\_\_ days OK?'

**ACCESSORIES** 'May I ask, what will be included in the sale? For example ...'

**ACTIVITIES** 'May I measure the house now?'

'May I fill out the listing agreement now?'

'May I put a sign up today?'

'May I schedule an office inspection for Friday?'

'May I start advertising on \_\_\_\_\_?'

'May I schedule an open house for \_\_\_\_\_?'

'May I see the tax bill (Title Policy, etc.)? There is some information on it we can use.'

**HLS CLOSE** 'May I suggest . . . why don't you use this as a guide and make a list of all of the good features we can use on the Highlight Sheets and Highlight Cards while I measure the house? Then, we can discuss the price . . . you can select a price . . . and I can get started right away. Fair enough?'

**CLOSING  
TIE DOWN** 'Thank you for the listing.'



# CLOSING — LISTING

## IMPENDING EVENTS

'If you give me the listing now, I can

- still get an ad in the Sunday paper.
- include your house in our company (MLS) tour tomorrow.
- have an 'Open House' this weekend.
- get Highlight Sheets printed tomorrow.'

'That will save us one whole week!'

## DO I LOOK

1. '\_\_\_\_\_, do I look competent?' (or, 'Do I sound competent?')
2. 'Do I look like I understand the real estate business?'
3. 'Do I look like the kind of person who will do what I say I will do?'

## WHAT KIND

'Mr. and Mrs. \_\_\_\_\_, may I ask, what kind of person would you like to have represent you to sell your home? Someone who will do all the things I have outlined . . . or someone who just puts a sign on the lawn . . . an ad in the paper . . . and waits?'

'My kind, right?'

## MISSING PARTNER

(Typically — husband transferred and gone, you must talk to wife, but husband must OK)

'Mrs. \_\_\_\_\_, if you had to make this decision all by yourself . . . based on the information I have given you . . . would you give me the listing?'

'May I ask another question? What are you going to tell your husband when you talk to him tonight?' (Now prepare your prospect to sell the missing partner by reviewing the problems you have discussed, and what you plan to do to sell the house. Make a list of key points and leave a copy of the CMA, if necessary.)

## SILENT PARTNER

(One partner has just said, 'we'll think it over and let you know.' Isolate the objection with that partner, then turn to the silent partner and say . . .)

'Mr.(s) \_\_\_\_\_, may I ask you a question? If Mr.(s) \_\_\_\_\_ was not here and he/she wanted you to make this decision all by yourself . . . based on the information I have given you . . . would you give me the listing?' (If 'yes', then turn to the first partner and close them by saying their name as a question . . .)

'Mr. (s) \_\_\_\_\_?'

## CLOSING — LISTING

### DELAYED LISTING CLOSE

Part #1 '\_\_\_\_\_, do you feel confident about me now? If you feel confident about me at eight o'clock tomorrow morning, may I have the listing?'

'I have an idea. Let's fill out a listing agreement and select the price now. That way you will have something specific to think about, OK?'

(NOTE: Assure with:

'I'm so sure you will say OK I'll tell you what . . .') (Then use the HLS close, measure house, fill out listing, make full price presentation, select price, review key points of your listing presentation, ask for the listing. If prospect still hesitates, proceed to part #2.)

Part #2 'I have an idea. What time do you go to work? Let me take the listing with me now. I'll call you at \_\_\_\_\_ and if you say, 'Go' I can get started right away. If you say 'No' I'll tear it up and throw it away. Fair enough?'

### CCA Cancel Competitive Appointments

'\_\_\_\_\_, if you have any other appointments scheduled, please let me cancel them for you. Here's why:

If you keep the appointment and they do not get the listing, they may be so disappointed that they won't try to sell your home. But if I call them, I can give them first hand information and give them a head start on finding a buyer.'

### EQUAL TO

Part #1 '\_\_\_\_\_, I appreciate that you want to talk to another real estate agent or two, but may I ask: If I am equal to . . . or better than . . . these other agents . . . may I have the listing?'

'I have an idea. Let's fill out a listing agreement completely and select a price. That way you will have something specific to compare. Fair enough?'

(NOTE: HLS close/measure/fill out listing/price presentation/review listing presentation/close again. If prospect still hesitates, proceed to part #2)

Part #2 'I have an idea. What time are you going to see this other sales person? Let me take the listing with me now. I'll call you at \_\_\_\_\_, and if you say 'Go' I can get started right away. If you say, 'No' I'll tear it up and throw it away.'

### DIRECT QUESTIONS

'Do I have the listing?'

'May I have the listing?'

'Are you going to let me go to work for you?'

'Why don't you give me the listing?'

'Why don't you let me get started?'

'Why don't you let me get started now?'

'Why don't you let me represent you to sell your home?'

'Would you like me to get started tonight?'



# HANDLING INDECISION — LISTING

**ASSURE** 'Mr. and Mrs. \_\_\_\_\_, you will always be glad you took action with me today. I don't believe you can find anyone . . . who will work harder . . . or more professionally to get you the most money . . . the quickest sale . . . and the fewest problems . . . which I know you want . . . isn't that right?'

**ISOLATE** 'In addition to — selecting the best price to ask  
— thinking about it  
— your friend  
— another appointment  
— that

is there any other reason you would hesitate to

- have me represent you to sell your home?
- let me get started?
- give me the listing?

**DE-PRESSURE #1** '\_\_\_\_\_, I'm not here to pressure you into making a bad decision . . . but I would like to give you enough information to make a good decision. Is that fair?'

**DE-PRESSURE #2** 'My job is to give you enough information to make a decision. You get to make the decision.'

**FRIEND #1** 'If you felt that someone else could actually get you more money . . . a quicker sale . . . and fewer problems . . . would you still be committed . . . to giving the listing to your friend?'

**FRIEND #2** 'May I ask . . . do you feel obligated because of a friendship . . . or because you think your friend can actually get you the most money . . . the quickest sale . . . and the fewest problems?'

**FRIEND #3** '\_\_\_\_\_, you owe me nothing . . . but you owe yourself the very best.'

(NOTE: in Friend #1, an alternate to "your friend" is "this other person".)

## HANDLING INDECISION — LISTING

### **NO COMMISSION #1**

'I appreciate that you don't want to pay a commission, but actually . . . you don't pay it. Here's why: (Read #1 from 'You will probably lose 3%', page 17. Also use SGA, 90%, 85%, 4 kinds, 85% tie down, as needed.) Then conclude with: Legally . . . the commission is deducted from the seller, but . . . actually . . . the buyer pays the commission! Always has been . . . is now . . . and forever will be . . . the buyer pays the commission.'

### **NO COMMISSION #2**

'\_\_\_\_\_, if I can demonstrate to you that you don't pay the commission, may I have the listing?'

'Do you own a car?'

'Did you buy it at an auto dealership?'

'Was a salesman involved?'

'Legally, he collects his commission from the auto dealer, but actually, who paid his commission?'

### **NO HURRY**

'When would you like to be gone? How soon before that would you like a decision . . . 30 days?'

'\_\_\_\_\_, right now, on the average, it's taking \_\_\_\_\_ days to sell a home. Today is \_\_\_\_\_. (We don't have much time.) (We're already behind schedule.)'

### **X DOLLARS REGARDLESS**

'Many people feel a house will sell for X dollars, regardless of who sells it. That is not true. Statistically, real estate firms can get more for homes than owners can . . . and some real estate people can get more for homes than other real estate people. Here's why: (Review 12 Looks, 60/40 Ck List HLS, HLC, 3 Step Plan, etc.)'

### **XYZ HAS BUYER**

'Great! Super! Excellent! We work together through the MLS! Give me the listing! I'll call them right away! If their buyer buys, you get a quick sale! If their buyer does not buy you get all of my services: HLS, HLC, Check List, etc! You are in a win-win situation!'

### **YOU'RE TOO YOUNG**

(You are too young/old. Big/small. I don't like/trust men, women, people with beards, short skirts, ad infinitum.)

Answer: FISBO 4, modified. Or — what kind of person modified.



## HANDLING INDECISION — LISTING

### YOU'RE TOO PUSHY

'Two weeks from now . . . we have a young couple who . . . need a home . . . like your home . . . want your home . . . and qualify to buy your home . . . scared to death to make a decision. At that point in time . . . what kind of salesperson would you like to have representing you? One who can encourage them to buy . . . or one who collapses with them?'

'You want a pushy salesperson, don't you?'

'Press hard, the second copy is yours!'

### XYZ 4%

'If you went to work tomorrow and your boss asked you to take a 40% pay cut, what would you tell him? If you made your living in real estate, and there were many, many homes for sale at 7% and someone brought a listing at a 4%, would you try to sell it?'

'Are you serious about selling?'

'Do you want a quick sale?'

'Pay 8%!'

'Do you want to list at 8% . . . or would you rather I do my very best at 7%?'

### CONVERT TO VALUE

'\_\_\_\_\_, it has been my experience that when someone like yourself . . . who understands the value of all the services I have to offer . . . as you do . . . still hesitates to list . . . it is generally because of price. They are just not sure that I am trying to get them the most money possible. Is that perhaps the case here?'

### I'M SORRY

'I'm sorry . . . that's not the way I work.'

# HANDLING INDECISION — PRICE

## **PPOS** **Price** **Problem** **Opening** **Statement**

'\_\_\_\_\_, I will take your listing at \$ \_\_\_\_\_ if you want me to . . . and I'll do my very best . . . but before we actually put that price on the agreement, let's discuss some of the problems of over-priced listing.'

**PP1** 'First, it's very hard to get sales people excited. And it doesn't make any difference which company in town got the listing . . . the problem is the same . . . it's hard to get sales people excited.'

'\_\_\_\_\_, the sales people in my office know what people are willing to pay . . . for this kind of home . . . in this area . . . at this time. If I take your listing in at \$ \_\_\_\_\_, their reaction will be it's over-priced. They won't get excited because they know they can't get their buyers excited.'

'It goes into the MLS. There are about \_\_\_\_\_ active salespeople in the area. They know what people are willing to pay . . . for this kind of home . . . in this area . . . at this time. Their reaction will be that it's over-priced. They won't get excited because they know they can't get their buyers excited.'

'On the other hand . . . if we price your house competitively . . . now watch what happens:

'The sales people in my office get excited because they can get buyers excited. The active people in the MLS get excited because they know they can get their buyers excited. \_\_\_\_\_, excitement is contagious. May I ask . . . which situation would you like to have?'

**PP2** 'The second problem is . . . it's hard to get good buyers to look. A serious . . . qualified . . . buyer just does not want to spend time looking at over-priced listing.'

**PP3** 'The third problem is . . . even . . . if we can get them to look . . . it's hard to get people to make an offer. Serious, qualified buyers just don't want to tie up their deposit money for even one day on what they think is a hopeless cause or long, drawn-out procedure.'

**PP4** 'The fourth problem is . . . it's hard to get financing. Even if we find a buyer willing to pay \$ \_\_\_\_\_, where are we going to get it financed? You see, lenders know what people are willing to pay . . . for this kind of home . . . in this area . . . at this time. They are willing to finance 70% to 80% of \$ (market value), not \$ (inflated asking price). So, where . . . are we going to get it financed?'



# HANDLING INDECISION — PRICE

## WHAT INFO

'May I ask, what information do you have that leads you to believe you can actually get \$ \_\_\_\_\_ for your home at this time?'

'May I ask, what information do you have that leads you to believe that someone will actually pay \$ \_\_\_\_\_ for your home at this time?'

## WHAT HAPPENS IF

'\_\_\_\_\_, may I ask, what happens if . . . you do not get a serious offer at \$ \_\_\_\_\_ within \_\_\_\_\_ days, what are you going to do?'

## SUPPOSE

'Suppose the best offer you receive is \$ \_\_\_\_\_, will you accept it?'

## ABSOLUTE LEAST

'\_\_\_\_\_, may I ask, what is the absolute least . . . you will take for your home at this time?'

## I SINCERELY BELIEVE

'\_\_\_\_\_, I sincerely believe that you will get the most money . . . the quickest sale . . . and the fewest problems . . . if you place your home on the market in the competitive price range.'

## HIGHEST NOT BEST

'Many people feel that they should give the listing to the real estate person who offers to try at the highest price. But that's not the best way at all. The fact is . . . you get the most money . . . and the quickest sale . . . and the fewest problems by pricing your home at the right price in the first place. It takes a lot of work on our part, but we can help you select the best price to ask.'

## I'D RATHER

'\_\_\_\_\_, I'd rather turn you down than let you down. If I take your listing today at \$ \_\_\_\_\_, you will expect me to get it shown, and get offers. I'd rather turn you down today than let you down in 60 days.'

## IT'S YOUR HOME

'\_\_\_\_\_, I appreciate exactly how you feel. It is your home . . . and you certainly have the right to ask whatever price you want. But, my professional reputation is at stake. You see . . . my buyers put their trust in me. They ask me to recommend suitable homes at reasonable prices. And under the circumstances, I just could not recommend your home when it is this far over current market prices.'

## ANOTHER AGENT SAID (20% Over Market Value)

'Did he bring a comparative . . . market . . . analysis . . . to justify his confidence?'

'Well, \_\_\_\_\_, I'm sure that if you keep trying, you will find someone who will take your listing at \$ \_\_\_\_\_, \$ \_\_\_\_\_, \$ \_\_\_\_\_, \$ \_\_\_\_\_. Actually, there's no limit to how high you can go and still find someone who will take your listing.'

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