



Working with Buyers and Sellers in the New Era

Activity: What Magic Words Are You Going to Use?

Take turns practicing these scripts in your breakout room.

- 1) What is your value proposition? In other words, what will you say to the buyer to get them to pay you what you deserve for your real estate services?
- 2) How are you going to explain the requirement that they must sign a buyer-brokerage agreement before you show them a single home?
- 3) What will your response be if they tell you they don't have enough money to pay you?
- 4) What will you say when they ask you to call the listing broker to find out if either the seller or the listing broker is going to help them pay their buyer's broker?
- 5) What are you going to say if the listing broker informs you that neither the seller or they are willing to provide any offsetting compensation?