

Negotiations

Questions to Ask the Listing Agent to Get As Much Info As Possible

This should be conversational, not an interrogation

We want to work with them, we want to help them

We want them to look awesome for their clients

Agree with them, stay positive, get their opinion

Sincerely ask them about the stuff, especially asking open ended questions, agents LOVE to talk

Build rapport with the agent

We are LOCAL, we have been in the area for 17 years

Prior to Showing:

1. Is the home still available?
2. Do you have any offers?
 - a. If no:
 - i. If you were to get an offer today when would you be presenting it?
 - b. If yes:
 - i. Multiple or just me?
 - ii. Are you representing any of the buyers?
 - iii. When will you responding to offers?
 1. Reviewing offers vs. responding usually are different times
3. What kind of viewing activity have you had?
4. Are you or the seller willing to entertain offers prior to us seeing it?
5. COVID QUESTIONS – what are the seller's wishes concerning PPE for us to enter the home?
6. When can we see it =- set up the appt.

Prior to Writing an Offer – the KEY IS DIG DEEPER

1. Thank them
2. Let them know you actually saw the home! This is important, there are blind offers being submitted right now.
3. Is the home still available?
4. Do you have any offers?
 - a. If no:
 - i. If you were to get an offer today, when would you be presenting it?
 - ii. Any threats of offers?
 - b. If yes:
 - i. Multiple or just one?
 - ii. Are you representing any of the buyers?

- iii. When will you be responding to offers?
 - 1. Reviewing offers vs. responding usually are different times
 - iv. Will you counter all offers (if there are multiple) or just the best one?
 - v. Do you typically counter “highest and best” or with an actual price?
 - vi. What does my buyer have to pay to get the home?
5. Have you had any offers in the past?
 - a. If yes: Why didn't those work out?
 6. Do you have any reports or disclosures?
 - i. Termite
 - ii. Sewer Lateral
 7. What kind of viewing activity have you had?
 8. How did you come up with the price?
 - a. Who set the price?
 - b. Do you believe in it?
 - c. Any flexibility in listing price?
 - d. Where do you think the price will end up?
 9. What's the most important aspect of the sale for your seller?
 10. Are familiar with escalation clauses?
 11. Where are your sellers off to next?
 12. How quickly do your sellers want to close (do they have their next home line up)?
 13. Would a quick closing 21 days or less, with a rent back period be beneficial for your sellers?
 14. (If they bring up low ball) – What does your seller consider a low ball? Just want to make sure we don't make the same mistake. Don't waste your time or the seller's time.
 15. Besides price, is there anything my buyer should include in their offer that is important to the seller?
 16. Is there anything else you can tell me about the seller's wants and needs?
 - a. What can we do to make this completely beneficial to your sellers?
 - b. How can we make this a no brainer to your sellers?
 - c. How can we make sure we stand out amongst the crowd?
 17. Sell you as an agent, our team, and your buyer's offer. LEVERAGE IT!

After Writing An Offer – Counters

1. Thank them for a response!
2. What are we up against?
3. Do you have any reports or disclosures?
4. What do we need to do to get the home?
5. Response times for counters?
6. Are you familiar with escalation clauses?
7. Address closing costs

8. Address appraisal if needed
9. 2 Homes if applicable
10. Sell the team, sell CCM, sell YOU
11. End on a positive note, assumptive close

Agents who don't want to give us information:

1. Send VIDEO TEXTS
2. Always agree with them. We are creating a relationship with them, we want it to be POSITIVE!
3. Keep after them, be persistent, be the agent who is checking, checking, checking
4. I don't review offers until I am with the seller
 - a. They will know some stuff, dig where we can, do they do SMCOs, or just SCO, when