

How to go on an IC for a seller?

BEFORE:

- Review the IC
- Get Focused on asking them the 7 KEY Questions
- Realize YOU are there to HELP them decide IF they should move within the next 90 days or just stay put for the next decade
- Drive to 10 homes that are listed in the area and take a brochure from the brochure box · Count how many of the 10 homes listed don't even have a brochure in the brochure box
- Bring a for sale sign in your car.
- Bring a 12 page brochure.
- Review the pending and recently sold listings to create a price range for your pricing discussion.
- Bring a blank listing agreement to get signed in person.
- Bring a computer/tablet to be able to price the home together.

NOW:

- Ring the Door Bell
- Give the person that answers the door a HUG
- "O my gosh, you must be xyz name. You got such a great place, this is going to be SO EASY to sell WITH my marketing"
- "Well lets get started, why don't you show me around and tell me about what you most like about your place"
- Follow them around from room to room
- Take notes, LOTS of Notes.
- "Wow, this is a cool room, what do you like the most about this space?"
- Notice things on the wall and comment on them such as "wow, I like your plaque about golf, tell me more about this golf plaque of yours?"
- AFTER you have gone room to room then say: "Thanks for taking me around, I appreciate it, where should we sit down and hang for 10 Minutes?"
- Sit down there.
- "Ok, so this is gonna take 10 minutes, the 1st 5 minutes is about me, what makes me different and HOW I MASSIVELY benefit people like you. Then the next 5 minutes I will ask you a few questions and we will find out IF you should move NOW, in the next 90 days, OR just stay put for the next decade.

DO THE IC