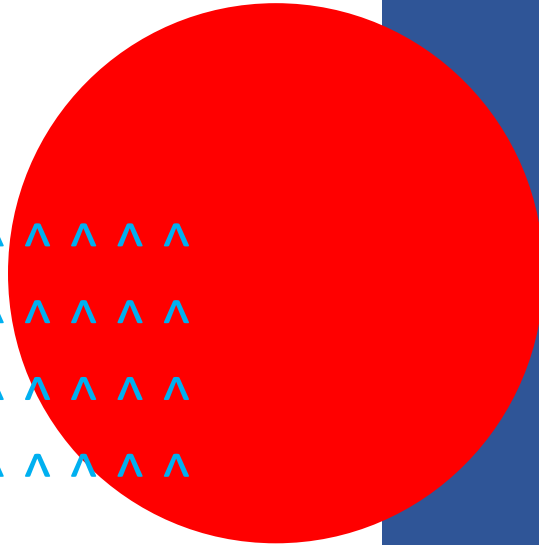
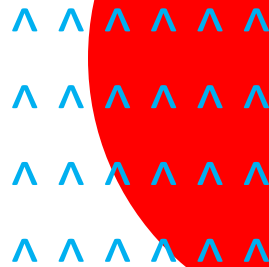


# Seller Pricing Strategies

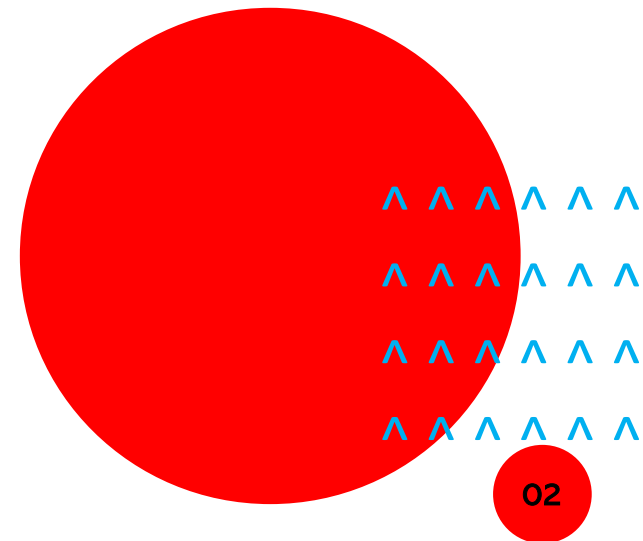


# Your Role in a Buyer's Market

When houses sold in a matter of days, agents were undervalued, but know customers need you for your...

- Pricing Strategies
- Market Knowledge
- Buyers
- Fiduciary Commitment
- Knowledge of Financing Options
- Negotiation Skills

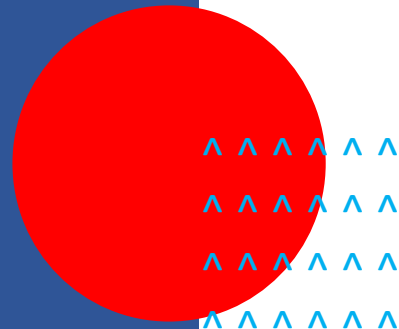
# PERSPECTIVE ON PRICING STRATEGIES



# STUDY YOUR MARKET

## Be the Local Market Economist

- Be more knowledgeable than the headlines - research the local conditions and trends that will affect them.
- Preview more properties to get a better understanding of what is on the market.



# Study Your Market

## Analyze the MLS

- Use your local MLS to track market numbers in their price range.
- Take the shifting market into consideration when evaluating the comparables.
- Get the big picture. Buyers will prioritize the deal, rather than the area. Your sellers are competing with homes in their price range all over town.



# STUDY YOUR MARKET

## Use Formulas & Graphs

### Graphs

Many people respond well to visual information. Show your sellers the MLS statistics by using vivid, clear, and colorful graphs.

#### **TIP**

Use Microsoft Excel when plotting your graphs, or get help from your Market Center. There are also online services & software programs that you can use to create graphs.

# APPROACH SELLERS

## Update Your Listing Presentation

### Learn New Scripts & Dialogues

- To present MLS data effectively, you will need to speak with confidence to educate your sellers and vividly illustrate the new reality of their market.
- Take the time to learn new scripts so you are confident and polished during your presentation.
- Choose a partner from your team with whom you can practice.

# FACEBOOK RESPONSES



## FACEBOOK LEAD SCRIPTS

### SCRIPT #1

Hi, (Their Name). This is (Your Name) with (Your Company). We've been putting some listings on Facebook recently and it looks like 1 or 2 might have caught your eye. I'm sure you're not looking to buy anytime soon but I wanted to find out what you thought of the homes you saw? Anything stand out good/bad at all? Also, is (Their Email) still a good place to send listings?

### SCRIPT #2

(Their Name), sorry to be a pest but I haven't heard back regarding your home search. I realize you're not looking to buy immediately but I'd like to begin to discuss some important things to consider when looking for a home in Southfield. Is there an evening that is better for you by chance to discuss?

### SCRIPT #3

I realize you aren't ready to buy a home quite yet but I saw a few open houses in Southfield that are near what you were looking for. Would you like to maybe schedule a walk through of the open houses to help give insight into what's available? Here is a link to the open houses:  
<https://sunshine.superiorhomesgroupml.com/t/boG2z>. Let me know Angela!

### SCRIPT #4

Afternoon, (Their Name)! I'm not sure if you've selected who will have the honor of being your agent to help you buy yet, but I saw this article on things you should look for in an agent and I thought I would share! Here is a link: (Link) - (Your Name and Your Company)

### SCRIPT #5

Hi, (First Name), are you around on weekends? There are some great open houses coming up that you may like. Can I text those to you?

### SCRIPT #6

I don't want to be a pest... I wanted to make sure you're taken care of. I'd like to send you types of homes you're interested in so I don't spam you.

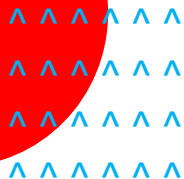
### SCRIPT #7

Hi (Name). There may be some opportunities to get into a home for as little as 3 percent down. Would you be interested in hearing about some of those programs?

### SCRIPT #8

I meant to ask... are you looking for a home to flip or one to live in yourself?

\*8 Days of Follow Up, then SmartPlan



# KW THE LAKES LISTINGS

Listing Id	Type	Agent	Address	List Date	Taken Period	Expiration Date	Units	Price
3729157	Lease	Angeleenna Spradlin	38239 Hermosa Court	2020-04-14	2020-04		1.000	\$2,800.00
3691019	Sale	Philip Williams	25227 Desperado Court	2020-04-01	2020-04		1.000	\$374,999.00
3711244	Sale	Misty Cochren	30567 Shoreline Drive	2020-04-09	2020-04		1.000	\$359,999.00
3732064	Sale	Hector Gutierrez	1549 Buttonbush Lane	2020-04-17	2020-04		1.000	\$340,000.00
3716488	Sale	Philip Williams	33176 Wride Street	2020-04-11	2020-04		1.000	\$267,988.00
3735187	Sale	Yesenia Huizar	6634 Villa Vista Drive	2020-03-30	2020-04		1.000	\$370,000.00
3734963	Sale	Yesenia Huizar	15419 Canyonstone Drive	2020-03-17	2020-04		1.000	\$290,000.00
3736000	Sale	Misty Cochren	34170 Hillside Drive	2020-04-20	2020-04		1.000	\$369,000.00
3736012	Sale	Misty Cochren	36689 Agave Court	2020-04-20	2020-04		1.000	\$369,900.00
							9.000	\$2,744,686.00
3607868	Sale	Victor Carreon	11378 Almond Avenue	2020-01-25	2020-03		1.000	\$385,000.00
3618110	Sale	Steve Rider	1838 Via Rancho	2020-03-07	2020-03		1.000	\$900,000.00
3637849	Lease	Angeleenna Spradlin	15344 Avenida Fiesta	2020-03-13	2020-03		1.000	\$2,100.00
3635551	Lease	Angeleenna Spradlin	33176 Wride Street	2020-03-12	2020-03		1.000	\$1,700.00
3618173	Sale	Philip Williams	35919 Nord Court	2020-03-06	2020-03		1.000	\$409,999.00
3667343	Lease	Steve Rider	411 Avenida Victoria A	2020-03-23	2020-03		1.000	\$4,000.00
3678617	Sale	Misty Cochren	28572 Villa Court	2020-03-27	2020-03		1.000	\$399,000.00
3628185	Sale	Sofia Chacon	15241 Lake Breeze Circle	2020-03-11	2020-03		1.000	\$398,500.00
3639978	Sale	Misty Cochren	29421 Tours Street	2020-02-10	2020-03		1.000	\$399,999.00
3677618	Sale	Elena Flores	0 Cornell St	2020-03-26	2020-03		1.000	\$135,000.00
3636405	Sale	Edson Moreno	15015 Notnil Way	2020-03-11	2020-03		1.000	\$355,000.00
3684283	Sale	Angeleenna Spradlin	18353 Acacia Street	2020-03-29	2020-03		1.000	\$45,000.00
3671742	Sale	Misty Cochren	34224 Sweet Acacia Court	2020-03-25	2020-03		1.000	\$459,000.00
3667391	Lease	Steve Rider	517 Elena Lane	2020-03-23	2020-03		1.000	\$25,000.00
3682514	Sale	Philip Williams	4653 Sunnyside Drive	2020-03-30	2020-03		1.000	\$379,999.00
							15.000	\$4,299,297.00
3580206	Sale	Philip Williams	26448 Milena Drive	2020-02-26	2020-02		1.000	\$484,900.00
3540926	Sale	Norma Lorena Covarrubias	33112 Big Range Drive	2020-02-12	2020-02		1.000	\$390,000.00
3539172	Sale	Elena Flores	2205 Acacia Ave #75	2020-02-10	2020-02		1.000	\$55,000.00
							3.000	\$929,900.00
3434261	Sale	Stephen Cochren	29182 Sunswept Drive	2020-01-02	2020-01		1.000	\$359,999.00
3441786	Sale	Sofia Chacon	24058 Elderberry Lane	2019-12-09	2020-01		1.000	\$340,000.00
3487460	Sale	Daisey Hilbun	30179 Wales Court	2020-01-23	2020-01		1.000	\$475,000.00
							3.000	\$1,174,999.00
3316505	Sale	Elena Flores	725 W Thornton Avenue 37	2019-11-06	2019-11		1.000	\$38,000.00
							1.000	\$38,000.00
3277690	Sale	Michael Davis	31571 Canyon Estates Drive	2019-10-23	2019-10		1.000	
3247542	Sale	Elena Flores	601 Kirby Street N 252	2019-10-14	2019-10		1.000	\$23,000.00
							2.000	\$23,000.00
3018878	Sale	Isela Boulware	25784 Sandy Lodge Rd	2019-08-01	2019-08	2020-12	1.000	\$226,000.00
2659731	Sale	Elena Flores	1646 Pear Tree Ct	2019-05-01	2019-05		1.000	\$213,750.00
							1.000	\$213,750.00
2357387	Sale	Jerry Emge	1926 Stonehaven	2019-01-01	2019-01		1.000	\$505,000.00
							1.000	\$505,000.00
3608380	Sale	Tom Schaefer	31100 Iowa Street	2018-12-14			1.000	\$10,000.00
3608475	Sale	Faith Hicks	38239 Hermosa Court	2019-11-01			1.000	\$520,000.00
2405824	Sale	Jaclyn Copeland	30750 Epiplaneia Way	2018-10-29			1.000	\$649,000.00
3384041	Sale	Daisey Hilbun	32072 Meadow Wood Lane	2019-10-04			1.000	\$389,900.00
							4.000	\$1,568,900.00
<b>Grand Totals</b>							<b>40.000</b>	<b>\$11,723,532.00</b>



## The Smartest Way to Buy a New Home

Enter location or community name

FIND A NEW HOME

Buy your perfect home today in Phoenix-Mesa, AZ

**3,672**  
New Homes  
For Sale

**1,501**  
Quick Move-in  
Homes

**441**  
New Home  
Communities

you

Buy a new home today & save for your child's future.

A 1% difference in interest rates could save you up to \$70,000 on a \$400,000 home.

## Shop, Tour & Buy Online in 4 Easy Steps

We've teamed up with the nation's top homebuilders to give you exciting tools to buy a new home, without needing to leave your chair!



### 1. Discover & Dream

Find the new home you dream about with the most accurate list of new construction homes.

Start your search



### 2. Shop & Compare

Use interactive & virtual tools to imagine the new possibilities from wherever you are.

Create your short list



### 3. Visualize & Decide

Choose your home by using tools like design tools, builder ratings & lot pickers. All online!

Choose your home



### 4. Contract & Customize

Find a lender, review and sign your contract, and select options - all from your couch.

Buy online with confidence

# LENNAR INCENTIVES

**2.75% Interest Rate on all MAY COE's for well qualified buyers!**

**Buyer must use Eagle Home Mortgage, have a FICO score of 740+ and 10% down payment. Please reply for details! These funds are limited.**

**+\$5,000 towards Closing Costs with Eagle Home Mortgage**

**4% Co-Broke on ALL MAY Closings**

Due to COVID 19, we are now working by Appointment ONLY and have closed certain offices to minimize the amount of people in one space. We're still selling homes, just meeting our customers on site. So please reply to this email or shoot me a text to set up a showing.

## Horizon in Chandler

**HOA \$148/Month Pool, Gated, Spa, Greenbelt, Park, Front Yard Maintenance**

Lot	Plan	Sq Ft.	Bed/Bath	Sales Price	Move In Date
96	<a href="#">Lucia 2019C</a>	1,974	3 bed, 2.5 bath	\$353,950	May
98	<a href="#">Lucia 2019B</a>	1,974	3 bed, 2.5 bath	\$333,950	May
45	<a href="#">Balboa 3626 C</a>	2,720	5 bed, 3 bath	\$460,450	May
43	<a href="#">Balboa 3626 K</a>	2,720	5 bed, 3 bath	\$455,950	May
41	<a href="#">Balboa 3626 C</a>	2,720	5 bed, 3 bath	\$459,450	May

New Builds Available

## McQueen Landing in Gilbert - CLOSE OUT

**HOA \$146/Month Pool, Park, Front Yard Maintenance**

Lot	Plan	Sq Ft.	Bed/Bath	Sales Price	Move In Date
21	<a href="#">Malibu</a>	2,267	3 bed, 3.5 bath	\$383,490	May

## Ocotillo Heights - Queen Creek - CLOSE OUT

**HOA \$108/Month Park & Green Belt**

Lot	Plan	Sq Ft.	Bed/Bath	Sales Price	Move In Date
123	<a href="#">Stanford D</a>	3,061	4 Bed, 3 Bath, 3 Car Garage	\$476,490	May
148	<a href="#">Kemper C</a>	3,617	4 Bed, 3 Bath, 3 Car Garage	\$488,990	May

## The Parks - San Tan Valley - CLOSE OUT

**HOA \$71/Month Park & Green Belt**

Lot	Plan	Sq Ft.	Bed/Bath	Sales Price	Move In Date
6	<a href="#">Independence</a>	1,939	3 Bed/3 Bath Next Gen	\$344,490	May

\*All Pricing, Incentives, Availability subject to change



# Top 10 Reasons a Buyer Should Buy a New Home.

1. Home buyer gets to be involved in the design.
2. Floor plan is designed for you and your family and your lifestyle.
3. Everything is new and selected by the buyer.
4. More energy efficiency saves thousands of dollars over time.
5. New homes cost less to run and maintain.





# Top 10 Reasons a Buyer Should Buy a New Home.

6. Superior safety codes and design.
7. Advanced technology and energy saving appliances.
8. Quicker home appreciation over the first five years.
9. Special financing incentives.
10. Periodic inspection and code checks.







Prospective  
Buyers Enjoying  
Their New Home



A man in a dark suit and tie is captured mid-air, jumping over five stacks of gold coins. The stacks decrease in height from left to right. The background is a cityscape under a blue sky with light clouds. The title text is overlaid on a semi-transparent white rectangle in the center.

# THE MILLIONAIRE REAL ESTATE INVESTOR

Our presentation is drawn largely  
from *The Millionaire Real Estate Investor*  
by Gary Keller