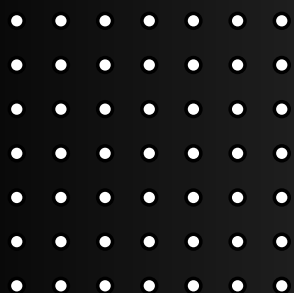




ASKING MORE QUESTIONS,
LEADS TO MORE CLOSINGS



Jimmy Nelson

Jimmy Nelson is a name synonymous with relentless leadership, integrity, and a passion for empowering others. With over a decade of experience in the real estate industry, Jimmy has established himself as one of the top leaders in Michigan, serving as the Team Leader of eXp Elite and a sought-after mentor to agents across the nation. Known for pushing the envelope, Jimmy is the kind of leader who refuses to settle for mediocrity and inspires those around him to aim higher, grow stronger, and build a lasting impact.

Jimmy's journey in real estate is built on a foundation of family values, honesty, and faith. As a devoted husband and father to two boys, he knows the importance of a strong support system and brings those same values to his team and clients. Jimmy approaches each interaction with the genuine intent to uplift others, always ensuring that people walk away from his presence with something better, whether it's knowledge, inspiration, or a newfound confidence in themselves.

His expertise in scripts and dialogues is truly unparalleled, and he is widely recognized for his mastery in crafting powerful, effective conversations. Jimmy believes that the key to success in real estate isn't just about selling properties—it's about connecting with people, understanding their needs, and being of service. His training materials and coaching techniques emphasize the importance of authentic communication, encouraging agents to "stop selling and start helping." By shifting the focus from transactions to relationships, Jimmy empowers agents to build trust and loyalty with clients, transforming their careers from the ground up.

Jimmy's dedication to the craft is evident in the countless hours he has invested into developing his training resources. These resources are designed not just to teach agents but to elevate them, fast-tracking their growth and equipping them with the skills needed to excel in real estate. With Jimmy's guidance, agents gain the tools they need to have meaningful conversations, handle objections with ease, and ultimately create a lasting impact in the lives of their clients.

A true trailblazer and a mentor to many, Jimmy Nelson is a leader who leads with purpose, drives with passion, and lives with faith. His commitment to helping others succeed has set a new standard in real estate and made him an invaluable asset to anyone looking to reach the next level in their career.



10 keys to becoming Elite

1 Success is a mind-set

- a. Believe you can achieve it
- b. Top-producing real estate agents don't dwell on failure
- c. Everyone has bad days. Learn from mistakes and move on

2. Planning is essential

- a. Success doesn't happen by accident. The good fortune you see in others is the result of hard work combined with trial and error.
- b. "Plan for success — don't wait for failure."

3. Be goal-obsessed

- a. You can't manage what you don't measure
- b. Successful agents set daily, weekly, monthly, and annual goals.
- c. Embrace accountability

4. Time blocking prevents burnout

- a. Successful agents understand how to budget their resources (and their energy) to continue growing their business.
- b. Work-life balance matters

5. What you say and how you say it matters

- a. Good communicators attract more clients
- b. Customer-first attitude

6. Market in the digital world

- a. Leverage social media accounts
- b. Spend time curating content

7. Manage your leads

- a. Leverage your CRM
- b. Use your personal contacts

8. Be tenacious

- a. A career in real estate is a marathon, not a sprint
- b. Successful agents are prepared to contend with setbacks, a fluctuating market, and challenging clients

9. Be empathetic

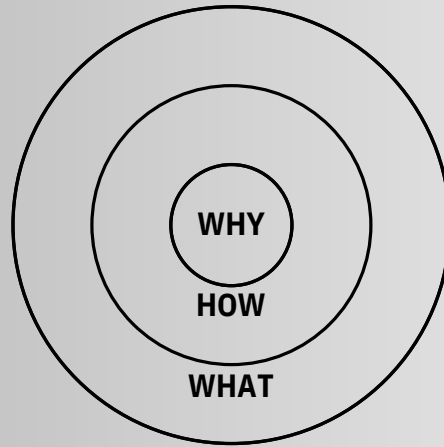
- a. Communicate your value to clients by appealing to them emotionally
- b. Trust and respect lead to satisfied customers- and future referrals

10. Motivate yourself

- a. Embrace your strengths and weakness
- b. Focus on what you care most about



The Golden CIRCLE



*“People don’t care how much you know,
until they know how much you care.”-Simon Sinek*

What

Your Result. Every organization on the planet knows WHAT they do. These are the services they provide.

HOW

Your Process. Some organizations know HOW they do it. These are the things that make them special or set them apart from their competitors.

WHY

Your Purpose. Very few organizations know WHY they do what they do. WHY is not about making money. That is the result. WHY is a purpose, cause or belief, it’s the very reason your organization exists.



FSBO Script

- 1.Hi, this is _____, I am a local realtor, how are you?
- 2.Who do I have the pleasure of speaking with?
- 3.I see that your home is for sale, is that true?
- 4.So you are selling it on your own, which I respect, out of curiosity. What stopped you from listing with a realtor?
- 5.Ok, have you already moved or do you still live in the home?
- 6.Got it, where are you off to when the home sells?
 - a.(if they have already bought) Very cool, just curious did you use an agent when you bought your new home?
 - b.(if they have not found a home yet) Wow, so you need to sell this to get into another home or have you been pre-approved without selling?
 - c.(if they are just testing the market) Great, probably not a better time than now to be selling your home. Have you had a lot of activity with showings and offers?
- 7.Well with the market being so good right now, I am sure that you will have no problem selling this on your own. If for some reason you can't sell it on your own how long are you going to keep it on the market?
- 8.Makes sense, but if I could show you a way that working with me we could net you more money and sell it faster is that something you would like to hear about?
- 9.I am going to be in your area this week. I can stop by and take about 15-20 minutes and show you how to sell the home with or without me. I have time on ____ at _____ or ____ at _____
- 10.Perfect, I'll send you a quick email with my resume and contact information, what's usually the best email?
- 11.Perfect, I'll send you a quick email and then I'll plan on seeing the home quickly at our appointment.



FSBO Script 2.0

- 1.Hi, this is _____ I'm a local realtor, how are you?
- 2.Who do I have the pleasure of speaking with?
- 3.I see that your home at _____ is for sale, how are things going with the sale so far?
- 4.Very cool, and with the market being so good right now, I'm sure you will have no issues selling it on your own, if for some reason you can't, you're not going to look at any other options for at least a couple weeks right?
- 5.Let me ask you a question, what is the plan for when this house sells? Where are you off to?
- 6.That's great!
 - a.(Already bought) Fantastic! So glad you were able to find a home in this market, how long until you need to be in the new home?
 - b.(Still Looking) Ok, so how long have you been looking? Are you currently using an agent that is setting up custom searches for your specific criteria?
- 7.Makes sense, well if I could show you a way that by listing the home with me could net you more money in your pocket AND sell it faster that's something that is worth 15-20 minutes right?
- 8.Tell you what, I am going to be in your area this week on _____ and _____ day. Which one works better for me to stop by? And what is the best time?
- 9.Awesome, so what is the best email for you? I like to send all of my clients a quick email with my resume and explain how I put them in win/win situations no matter the cost? Promise it will be one email.....
- 10.Great, I'll see you on _____ Day at _____ o'clock, I appreciate you taking the time to speak with me today!



FSBO Script 3.0

- 1.Hi, this is _____ from _____ real estate/team/realty, how are you today?
- 2.Who do I have the pleasure of speaking with?
- 3.So from the information on the internet, I see your home is for sale. I am sure that you have heard from many realtors already?
- 4.Let me ask, where are you headed when this home sells?
 - a.(Found a home) Great! So you have already secured a new home in this market, not easy to do.
 - b.(Shopping) How has the home shopping been going for you? Are you using an agent to help you find your new home?
- 5.I see, so how has the activity been around the property? Have you had a lot of showings and/or offers on the home?
 - a.(Busy) That's Fantastic! So glad to hear that you have had a lot of activity, are the offers the price you are looking for?
 - b.(Slow) Oh NO! In this market homes are selling at record rates and typically for above asking price? What do you think is holding it back right now?
- 6.What are the main reasons you are not using an agent, do you not like realtors or is it the commission that is holding you back?
- 7.So you like realtor's LOL but it's the money, I don't blame you. But if I could show you a way that we could net you more money by allowing me to list your home, wouldn't that be something that interests you?
- 8.Great, it will only take about 15-20 minutes of your time. I can stop by either _____ day or _____ day and are you a normal 9-5 type person?
- 9.Fantastic, so I will stop over on _____ day at _____ time. We can go over my system and process to get your home sold quickly.
- 10.What is the best email for you? I will send you over my resume and contact information.
- 11.Before I let you go let me ask one more question, (ask something about the house; i.e.: how long have they lived in the house, how old is the roof, age of the windows, etc.)
- 12.Looking forward to meeting you in person, have a fantastic day!!



Unconventional FSBO Script: **Circle Prospecting FSBO**

1.Hi, this is _____ and I am a local realtor. How are you?

2.Who do I have the pleasure of speaking with?

3.Great, just giving you a call quickly today we just (listed/sold) a home in your neighborhood and wanted to find out if you had considered selling your home if you could get the right price?

4.*Follow the lead here*

a.(They tell you it's for sale) Oh, I am sorry I did not realize that your home was for sale already? Like I said we just listed/sold your neighbor's home. How are things going with your sale?

b.(They ask you about the house) Yes, we received multiple offers/beat out multiple offers to get the house sold for at or above the asking price. There was a ton of activity around the home, which was our reason for reaching out to other neighbors.

5.*Continue the dialog*

a.(They tell you it's for sale) So what is the main reason you have the home for sale by owner?

b.(They ask you about the house) Have you considered selling your house if you got the right price?

6.*Continue the dialog*

a.(They tell you it's for sale) Ok, if I could show you our proven system for selling the home quickly and netting more money by listing with me, would that be something that interests you?

b.(They ask you about the house) Makes sense, well _____, what I would like to do is possibly stop by one day, check out the house and tell you what you could get for it in this market and of course you wouldn't do anything unless it makes sense...right?

7.Great, so I will be in your neighborhood on _____ or _____ day this week, what day and time work best for you?

8.That is great! What would be the best email for you? I like to send over my resume and all of my contact information.

9.Great, so I will see you on _____ at _____ o'clock, really looking forward to meeting you.



FSBO Objection handlers

“I’m not interested or I don’t want to pay a commission” I completely understand, if you thought that an agent could do that for you, you would have hired one already, right? And at the same time, if there was a financial benefit for you to list with me instead of selling it yourself, especially in today’s market, is that something that you would be interested in?

“I don’t need an agent or I can sell it myself” I have no doubt that you can, and if there was a better way to get your home sold, wouldn’t you at least want to know about it?

“I don’t see how you can do that” I completely understand your hesitation. Let me stop by for just 15-20 minutes and show you how I can benefit you in the sale of your home...at the end of our meeting, you can decide what is best for yourself. Would (time) work for you today or would (time) be better? Before I let you go, who do you know right now that needs to buy or sell real estate that I can help?

If yes – Great! May I have their name and number so I can give them a call?

“Bring me a buyer and I’ll pay 3%”

I appreciate the offer and I’ll definitely keep that in mind... (just continue on the script)

If it comes up again...

Great, so you are willing to pay the buyer's agent commission. It sounds like you are looking to save the listing agent's portion of the commission then, right? If I can show you how I can more than make up for that difference in commission that you are looking to save, you would probably consider working with me, wouldn't you? Let me come by for just 20 minutes and I'll show you how I can benefit you financially. Would (time) or would (time) be better?



“I'm going to list with a flat fee MLS company” I can understand why you would find that attractive. You are looking to walk away with the most money possible, right? Let me come by for just 20 minutes and show you why I am so confident that hiring me is the best financial decision you can make and at the end of our meeting, you can decide what's best for yourself. Would (time) or would (time) be better?

“I don't need an agent, or I can sell it myself, or I don't want to pay a commission”

I completely understand, and if there was a better way to get this home sold, wouldn't you at least want to know about it? It's not a question of whether you can sell it, because I'm sure you can. The question is "what is the best way for you to do it?" Give me just

20 minutes of your time so I can show you how I can benefit you financially, and at the end of our meeting, you can decide what's best for yourself. Would (time) or would (time) be better?

"I've sold fsbo before" Absolutely, and I am sure that you can do it again. Let me ask you, what is more important to you, to sell on your own or to net the most money? If it did turn out that I can actually net you more money, even after my commission is paid, especially in today's market, wouldn't that be worth just 20 minutes of your time so you can be sure that you don't leave any money on the table? What would be the best time for me to stop by, (time) or (time) today?

"I just started, call me in a month" Sure, I can definitely follow up with you. Regardless of whether we meet now or in 2 weeks or even 2 months from now, is it fair to say that your number one priority is to net the most money possible from the sale? If you were as convinced as I am that hiring me is the best financial decision you can make, it would make sense for us to meet now, wouldn't it?

I appreciate the offer and I'll definitely keep that in mind...(just continue on the script)

If it comes up again...Great, so you are willing to pay the buyer's agent commission. It sounds like you are looking to save the listing agent's portion of the commission then, right? If I can show you how I can more than make up for that difference in commission that you are looking to save, you would probably consider working with me, wouldn't you? Let me come by for just 20 minutes and I'll show you how I can benefit you financially. Would (time) or would (time) be better?

"I don't want to set an appointment with you" If your home was not for sale and a stranger knocked on your door to see your home would you let them in?... "Of Course not" What is the difference when you put a FSBO sign... It's the same person knocking but now you'll let them in? When your home is listed with a professional realtor we pre screen and approve buyers first before letting them in or showing them a home... You don't want strangers or thieves walking in your home do you?

