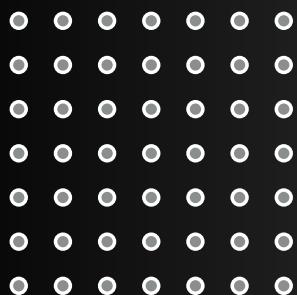




ELITE SCRIPTING



ASKING BUYERS
THE RIGHT QUESTIONS



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.



Buyer Scripts

Structure of a conversation -buyer

Location - price - motivation - appointment

Location -

The home you called in on is in _____ area, is that the only area you are looking to buy in? just out of curiosity, what other areas are you looking to buy in?

Price -

The home you called on is listed at \$_____, is that a price range you are looking to buy in?

Motivation -

Ideally, when would you like to move into your new home?

Appointment -

Based on the information you have given me, here is what I recommend we do... let's set up a time for you to meet one of my top agents to go over the home buying process, do a complete market overview plus set up a time to go look at homes. How does that sound?

We have (day, time) or (day, time), which works better for you?



BUYER QUESTIONNAIRE

- 1 - Where do you live now?
- 2 - How long have you lived there?
- 3 - So tell me what you're looking to do or trying to accomplish?
- 4 - What are some of the reasons for making a move?
- 5 - How long have you been looking?
- 6 - How soon do you want to make this happen?
- 7 - What websites do you use to find properties? How is that going so far?
- 8 - Tell me... what hasn't worked for you... in the home buying process?
- 9 - Have you seen anything you really like? or written offers on?
- 10 - Have you narrowed your focus to a specific community?
- 11 - What's important to you about the location/community you live in?
- 12 - Tell me about the ideal new home.
- 13 - How many bedrooms & Bathrooms?
- 14 - What additional rooms do you need?
- 15 - Tell me about your ideal location?
- 16 - What are the five things you can't live without?
- 17 - What should we avoid with your new home?
- 18 - What's most important to you in buying a new home?
- 19 - So... let's recap... you want to buy a home with ____ and you also want a home with ____ and did I miss anything?
- 20 - And how about the agent you choose to represent you, what is important about that?
- 21 - What price range are you looking at?





With more than a decade in the real estate industry, Jimmy continues to set the standard for excellence. His work is not just a career; it's a calling, a testament to his faith, and an embodiment of the importance of family. Clients and colleagues are not just transactions; they are part of his extended family.

Beyond his role as a Realtor, Jimmy has also taken on the responsibilities of a Coach, Trainer, and Mentor, shaping the careers of aspiring real estate professionals. His wisdom and expertise are generously shared with those who seek guidance, making a lasting impact on the next generation of real estate agents.

