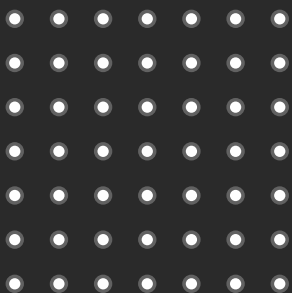




ELITE SCRIPTING



ROCK SOLID
LISTING APPOINTMENT



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.



One Minute listing presentation (prequalscript)

Hi (name)... it's (name) with _____... I'm calling to confirm our appointment for (day/time) ...

does that time still work for you? I'm really excited about the opportunity to ... sell your home... I

take this process very seriously and I'm committed to getting your property sold at the highest price in the shortest time frame. I want to be 100% prepared before I come out... so I have some additional questions for you ... do you have a few minutes?

Let's confirm...when you ...sell your home...you're moving to (city), correct? And...you want to be there by ____ right?

Tell me again ... your main reasons for selling this property?

So... what price do you want to sell your home for?

How did you determine that price?

And ... How much do you owe on the property?

Are there any other special features of the home... you feel could impact the value?

Is there anything that could be perceived as a negative... that could also impact the property value?

This sounds great... I'll be sending over my marketing proposal via email... will you take a few moments and review it before I arrive?

Will all the decision makers ... be there ... when I arrive?

If what I say makes sense and you feel comfortable and confident we can sell your home are you prepared to list your home with us?

Are you interviewing more than one agent for the job of selling your home? [IF YOU ARE COMPETING or THEY ARE INTERVIEWING MULTIPLE AGENTS]

So ... tell me ... what are you looking for in the agent you choose to represent you? How will you know when you have the right agent? Do you have any questions for me before I arrive to

prepare for our meeting? Obviously... if you are as confident as I am that I can ... sell your home ...

Will you be ready to... list with me... at the appointment?

(If no) Tell me about that? (discover and resolve)

(If yes) Wonderful... please have a copy of your key and your mortgage information handy for me, okay?

This sounds great... I have everything I need to prepare ... Again... I'll be sending over my marketing plan and more ... Will you take a few moments and review it?

I look forward to seeing you (day/time)... Have a great day.

INTRODUCTION

I know you have a lot of choices when it comes to agents and companies ... I want you to know... I appreciate the opportunity to meet with you today. Do you mind if I take a look at the home in the eyes of the buyer? (Tell them to have a seat at the table and go look at the home and take notes about the positives and negatives)



Based on my experience... There are three areas most sellers want to discuss prior to putting their home on the market with me... They are:

Your motivation to sell this home... and the timing to get the home sold ... What I'm going to do to expose your property... to the highest number of qualified buyers... and ... to agents who control the buyers.

How much will the property realistically sell for?

I wrote down three real important questions for you:

1. Do you absolutely have to sell your home? (Yes/No) Fantastic

2. Will you price your home to sell or do you want to keep it on the market for a real long time?

Great!

3. Do you...want me...to handle the sale for you? (Yes/No) Excellent!

Before we get started what do you feel my job is? (They will always say.. "to sell my house")

No actually that's a result of doing my job. My job is to take your home to your market and test your market. The market's the message, I'm the messenger. So what I'm going to do each week is deliver back to you the results of the test and we will sit down and look at it. Based on the results of the test we will decide if we need to change our strategy.

Now what are the possible results of the test? We could have a lot of traffic, people coming through your home, but are getting no offers or maybe we are getting offers but they are not good offers. What does that mean? (Let them speak)

Ultimately, we are helping sell our competitors house or our neighbors house. Or we could be getting no showings and what do you think that means? (Let them speak)

Well we are totally priced out of the market to the point that we aren't even getting their attention.

Or the third result...The best thing that could happen is we get a lot of traffic and respectable offers, but just not there yet and if that's the case then we just continue and see how the test goes for the next couple weeks.

Something else that I want you to notice that is totally different about (Me) is we don't do what every other Realtor does and that's a "CMA" or comparative market analysis.

We do a Maximum Home Value Audit. Are you familiar with the differences? A CMA compares the homes that have sold and determines fair market value based on history. Well the problem with that is, when a buyer is out shopping for homes, do you think they are looking at the homes that have previously sold or homes that are currently on the market? (Let them speak)



Exactly homes that are currently on the market! They are going to be comparing all of the homes currently on the market and compare which of the homes offer the most features and benefits for the best price. So today we are going to be taking a very critical look at our competition and making sure we are positioned as the best value on the market. Does that make sense? Do you see the difference in what we do and why we sell so many more homes than our competition?

We are specialists. Now homes that have sold are important in making sure our home appraises for value so that is something we will look at as well.

Now I wrote down...three real important questions for you... at the end of my presentation tonight, one of three things will happen:

1. You'll have the opportunity to list your home with me...or...
2. You'll decide not to list your home with me...or
3. I'll decide not to take your listing...and any one of them is fine

Let's quickly take a moment and confirm your plans:

- i. You said you were moving to_____, right?
- ii. I'm curious...what's taking you there?
- iii. You would like to be in by_____, correct?
- iv. If the home doesn't sell in your time frame. Is there a plan "B"?
- v. And...you were thinking about the price of _____right?

In order to make the move...do we need to ...sell this home... or is renting it out an option?

Now there are only two issues we have to look at tonight... number one your motivation to... sell this home... and ... number two the price we set on your home.

I've prepared what we call a Maximum Home Value Audit.... There are two parts to this research... Part one we call... Fantasyland... what home owners list homes for.... Part two.... we call reality... what powerful agents like myself list and sell homes for... We're going to have to decide tonight Where you're going to spend your time ...

The purpose of the Maximum Home Value Audit is to determine the value of your home in the eyes of the buyer ...Do you know how buyers determine value?

Buyers determine value by comparison shopping. They look at the price of your home based on its features and benefits and compare it with the features and benefits of similar homes that have sold recently or are currently on the market. Does that make sense?

For example ... If you were going to purchase a new Mustang ... and one dealership had the



Mustang for \$50,000 ... and another dealership had the same Mustang for \$50,000 but it had the updated chrome rims, navigation system, & Bose sound system ...Which would be better value then? .Why?

So ...You can see... that if you want to increase value, Lower the price... Or Have more features and benefits For the same price ... Does that makes sense

so....Unless you are planning to add more features and benefits to your home... Are you? ... (No...) then price is the only variable factor., ,,, Can I show you what I mean?

PRICING PRESENTATION

When it comes to setting the listing price on your home... I'm going to recommend ... three different pricing options ... and then we can decide which is best.

Option #1 "We push the envelope on price and go above the market."

Option #2 "We price it at fair market value."

Option #3 "We can create a buyer frenzy and price it below fair market value." Let's discuss the pros and cons of each... and then we can decide which is best...

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OPTION #1: Price above fair market value "We push the envelope on price and go above the market..."

The pros are:

- a. you might just set a new value and find that perfect buyer... more than likely though ...

The cons are:

- a. Agents will reject the price and not show it
 - b. Consumers shopping online will miss it because of the preset "price ranges" on all major home search sites.
- c. Or when they find it... they will compare it to others priced in that range and wonder why it's overpriced.
- d. Serious buyers will think you're not serious and not even elect to see it e. You will attract low ball offers after it has been on the market because people will think something is wrong with your home.

OPTION #2: Price at fair market value "We price it at fair market value..." The pros are:

- a. you will attract most of the serious qualified buyers in the market.

The cons are:

- a. If you price it at fair market value, the home should sell when the right buyer walks through

OPTION #3: Price below fair market value



If we price it below fair market value we create a frenzy among the buyers...Have you ever watched an auction? What happens, they start the bidding at a low price... and the power of the crowd drives the price up. (Share an example in your business.)

So what we need to do today is to... agree on a price... that has your home being one of the homes that sells instead of sitting on the market. So... you understand that in today's market we are entering into a competition, right? Let's look at what you are going to be competing against.

- a. Are you familiar with this neighborhood?
- b. Have you seen this home?
- c. How many bedrooms and baths?
- d. What's the total square feet?
- e. Your house is better, similar, or the other home is nicer,
- f. What's their list price?
- g. How many days have they been on the market?
- h. You've only got _____ days to be in, correct?

PRICE CLOSES

... of the three pricing strategies we've discussed... above, at or below fair market value... which option would you like to move forward with?

[NOW IF YOU'RE CONCERNED ABOUT THEIR CHOICE YOU CAN SAY THE FOLLOWING]

So ... based on these comparable homes... this one priced at _____ this one at _____ and this one at _____ what do you feel we should price your home at so that it will outperform all the other properties for sale?

(Name)... will you ... list your home with me at that price today?

Wonderful... all we need to do is sign.





With over 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.

