

## **Session 10: The Dynamics of Demonstrating the Property**

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### ***Reader's Clarification***

*As I am sure you will agree, the spoken word varies from the written word in that it is less structured. We have not made the types of grammatical changes you may normally expect because we feel that the word-for-word translation would be the most effective way to hone the techniques and will be less confusing than reading different words than you hear Tom say on the video.*

### **Basics To Cover Before Demonstrating a Property**

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1. Leave your buyer when calling for an appointment.
2. You must ride together.
3. Drive carefully.
4. Use the mirror to talk with the person in the back seat.
5. Have a phone in your car if possible.

**You need to establish rapport.** Here are some things to talk about.

1. Their hobbies
2. Sports interests
3. Their children
4. Things they like in their present home
5. The community benefits in that area

### **Getting the Buyer to Ride with You**

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**Salesperson:** Here we are right here.

**Buyer:** Why don't we just take our car.

**Salesperson:** Well, fine, if you like. I can go ahead and ride with you.

**Buyer:** Well, can we just follow you over to the house. Would that be O.K.?

**Salesperson:** Well, besides the homes, I always enjoy showing the shopping, the schools, all the amenities. These really do add to the value and I think if you were to relax and let me just drive you through the neighborhood, it really is the best way.

**Buyer:** I guess it will be O.K.

**Salesperson:** Fine. Andy, why don't you just jump in there.

Now, as we start, Mary, I'm going to go ahead and turn my mirror a little bit so we can all be a part of this. If you have any questions, you just speak right up. This way we'll all be together.

The reason I'm starting here is we've had a lot of nice families get involved in these homes. They show a lot of pride of ownership.

Andy, you're kind of quiet back there. How are you doing? What grade are you in?

So what were your feelings about that first home?

**Buyer:** Well, I don't think it was really right for us.

It's not what I had in mind. They didn't really take care of it.

**Salesperson:** I could tell you weren't real pleased with it. We started a little less than you can actually afford so that we can get a good feel for the market place. I think the next one will please you a little bit more.

**Buyer:** Are there any pools in this neighborhood?

**Salesperson:** Would you like us to try to get a pool?

**Buyer:** Well, you know, Andy likes to swim. We can hardly keep him out of the water when he's by a pool, and if we could find a place that fits into our financial picture, we'd like to have one.

**Salesperson:** Besides the pool, we'll also look at lots because a lot of times if you get the right size lot with the home, later on down the road you can put the pool in. So yard size, I think we should consider for a possible addition of a pool. Now, the home up the street here to the left, I got this family involved in their home about seven or eight months ago. They're real nice people and the area is stable. We're going to be going right around the corner to the next home. The one that I, of course, am pretty excited about.

**Buyer:** I sure hope it's better than the last one we looked at.

**Notes:**

## **Demonstration of the Property**

**Buyer:** Tom, I'm sorry. He's being really fussy right now.

**Salesperson:** Well, that's fine. Andy, I have something for you, just one second.

**Note:** This is what I call my emergency kit. You have to always be prepared, sometimes the children get bored and if you give them a coloring book, be careful — always use watercolors so they don't melt in your trunk. This will keep the children occupied so that you can properly demonstrate the property to their parents.

Here, I have something for you, Andy. Now, you just go ahead and we'll get you in there at a table. I think you'll enjoy this.

**Buyer:** You know out of all the homes we've seen, this one certainly has the best yard.

**Salesperson:** It shows pride of ownership doesn't it?

**Buyer:** Oh, it's beautiful! They've done a good job.

**Salesperson:** Now, just relax and make yourselves at home. This floor plan has the dining room to the left and a step down living room to the right; the bedrooms are in the back towards the right.

**Buyer:** The furniture would fit. Where did you say the master bedroom was?

**Salesperson:** Now this floor plan has the bedrooms off a central hall for convenience. Andy, this first one might be yours. Then we have the second bath, the second bedroom, and kind of a surprise you've got three bedrooms besides the master bedroom.

**Buyer:** Well, that's one more than we needed.

**Salesperson:** The extra bedroom could be used as a den, couldn't it? I think you'll enjoy the master bedroom. Won't you step in?

**Buyer:** Oh, this is beautiful!

The owners have really taken good care of this home.

I really like the separate bathroom.

**Salesperson:** How would your furniture fit in this room?

**Buyer:** Well, we have a king-size bed and large chest of drawers. We have just as much furniture as they do. I think it would fit fine; let's look at the kitchen now.

Tom, do you think we could get them to paint the hallway?

**Salesperson:** It looks like it needs it, doesn't it? Would you like me to see if they'll do that, of course, if this is the right home?

**Buyer:** Yes, that would be nice.

Wait a minute Tom, we haven't made our decision yet.

**Salesperson:** I know, Owen, but I just organize my thoughts and keep everything in the proper perspective. I do that on the paperwork so that I don't forget anything. We're not going to rush, don't worry.

**Buyer:** Tom, I don't know, I think this bedroom is just too small.

**Salesperson:** This bedroom is too small? Owen, can you elaborate on that?

**Buyer:** You know, honey, the bedroom he has at home now is bigger than this one.

Well, we could use that bedroom over there for Andy and use this one for the den.

Oh! It has a pool! It's not going to be out of our price range, is it?

**Salesperson:** I wouldn't have chosen it if I didn't feel that you could comfortably handle it. Don't worry about the figures now, just enjoy the home.

**Buyer:** Look at the size of this kitchen. It's beautiful! Tom, you know that refrigerator does match the built-ins. Is that going to stay?

**Salesperson:** Well, Mary, that is personal property. Would you like us to try to get it for you?

**Buyer:** Yes, without a doubt.

Oh look, it's got a fireplace.

**Salesperson:** Andy, why don't you go over to the fireplace and color us a nice picture?

You know, I thought it might be a good idea to relax in this room. When I first saw the home, I had such a warm feeling about it. Why don't you sit down for a moment?

**Buyer:** You know, I've always wanted a home with a nice high ceiling in the family room like this and a fireplace. This is nice, isn't it honey?

It's really nice. I like it, Tom.

**Salesperson:** Well, if we think about the rest of the homes we've seen, I feel that you like this one a little better, and I'm trying to be very objective myself.

**Buyer:** Tom, what about the price? Does it have a good price? What do you think?

## Session 10: The Dynamics of Demonstrating the Property

**Salesperson:** I think the total investment, based on comparables, is good. In fact, I think our sellers are motivated. They're very nice people and they were realistic when they chose the value on the home.

Why don't we go look at the pool?

You know standing here on the patio, I can almost smell the steaks cooking. Can't you?

**Buyer:** And if we buy this house, you're bringing the steaks, right Tom?

**Salesperson:** Did you see that swing set, Andy?

You might notice the homes behind the property. They really have a lot of pride of ownership. You'll notice the wall is high enough for privacy but yet you still have the view of the trees and the sunset.

**Buyer:** He's having such fun out there on the set. Does the swing set come with the home?

**Salesperson:** Well, let's try. Why don't we step through the home again so that you can make sure you don't miss anything on the way out, shall we?

Based on the last two, how did that feel?

**Buyer:** What do you think, honey?

Well, I just think there's no comparison. I think the kitchen is just wonderful!

It's pretty nice, but it's more money than we were thinking of spending.

I know, but honey, it's got really nice hardwood floors.

Well, you know, we just started looking, so let's not get too excited right away. There's plenty of time.

**Salesperson:** Owen is right, I think we first of all have to see if the financing makes sense, because that's so critical. So let's not get too excited, we'll just see how it looks and what the figures are like, O.K.?

**Buyer:** Sure.

**Salesperson:** Mary, let me get that door. (Tom sees the sucker on the seat.) All right, just a second. (To the audience) Remember — never strike another person's children!

**Note:** Don't walk into the master bedroom with the couple at first.

**Save something for a surprise.**

***Phraseology to get permission to write notes on your pad:***

Mr. and Mrs. Davis, because I don't have the greatest memory in the world, I hope you won't be offended if while we step through the homes I just make a few notes on my blank pad.

**Remember: We watch. We listen. They give us the body language.**

Positive Stimulus:

**You don't have to close at the office.**

***Phraseology:***

While the home is fresh in our minds and no one is here, why don't we just sit down and go over the figures.

***Phraseology to use when you want the seller to leave the home:***

Mr. and Mrs. Smith, the people in the backyard, they just might be the new owners of your home. I'd like to bring them back in here and talk figures and money at that table. Could you maybe scoot to the store for about an hour so I can be alone with them? What do you think?

***Phraseology to use when you call the seller for the appointment to show the home:***

I'll be showing your home this afternoon. I'm very confident these people are qualified for your property; I've shown them other homes. If you folks wouldn't mind, after I come in with them, would you excuse yourself and leave for at least an hour so I can show the property? They can relax and we can talk money at the dining room table.

***Phraseology to use when closing the sale in the car:***

Now, first of all, I know we're in no hurry today. Fate is such a funny thing. I couldn't help feel how excited you got about that home. Why don't we, as long as we're right here, outline the details so we'll have something to consider. I know if it's meant to be, it's meant to be, but there's quite a few people who seem to be interested in the home. So let's just jot down some figures.

***Phraseology to use when going to a restaurant to close a sale:***

Why don't we grab a quick bite and we can talk about that last home.

***Phraseology to use in the parking lot to get them inside the office:***

Mr. and Mrs. Davis, why don't we just step in for a quick moment and I'll outline all the details on that last home so you'll have something to consider.