

CREATING URGENCY IN A NON-URGENT HOUSING MARKET

NOW

LATER



WHY DO PEOPLE BUY AND SELL HOMES?????

2 Truths for you to Remember.....

1. A person's desire to improve their life has more influence over their buying decision than any other factor.
2. Your ability to make 2021 Money in a 2026 Market is not a matter of CHANCE but is a matter of CHOICE. The choices you make each hour, day, week and month will decide your 2026 results –Not any other factor.

How do you sell more in a Cooling Market?

We have a couple of Options???

- Increase Leads and More Buyers

or

- Increase Conversion or Closing Ratio

Which is easier to do?

Examples of WHY PEOPLE BUY & SELL REAL ESTATE

- Tired of Renting
- Marriage
- Death
- Divorce
- Baby –Growing Family
- Downsize/Upsize
- Retirement
- Relocation
- JobLose orPromotion
- Drive Time or Commute
- Safety
- Bad Neighbor
- HOA Issues
- New Construction
- Pets
- Backyard
- Fence
- Schools
- Rezoning
- Want more Land
- Investment (2nd Home, Air BNB, Rental Income)
- Sidewalks, Streetlights
- Wooded Lot, Waterfront, Culde sac etc.
- LIFESTYLE –Walkability, Outdoor etc.
- Keeping up with Jones
- ETC. The list goes on

Its our job as a Real Estate Advisor to understand WHY people are needing a CHANGE or what LIFE Event is happening that Is causing the client to consider moving. Moving is NOT FUN but we do it everyday for reasons above!

How Do You Increase Closing Ratio?

- GREAT NEWS!! You have the POWER to control YOUR Conversion Rate •YOU are the most IMPORTANT variable in the process. You are the X-Factor. You make Sales happen. Make the Choice that gives you the Highest Probability to Win.
- You use the Power of Emotional Urgency to Influence and Gain the Clients Belief in your ability to help improve their lives and assist them through LIFE EVENTS or Reasons they are considering moving.

Idiom of the Day

x-factor

Meaning: If someone has the x-factor, they have a certain charismatic appeal and magnetic quality

DON'T BE A PUSHY SALESPERSON, BE PULLY and Offer Value to the Client"

THE
SCOFIELD
GROUP



What do the Headlines say about the Market?

- <https://www.cnbc.com/2018/07/09/the-hottest-housing-market-in-the-country-may-be-headed-for-a-crash.html>
- **“If you are Looking to buy, Be Careful. Rising Home Values are not a sure thing anymore” –The Miami Herald, 10-25-1985**
- **“A home is where the Bad Investment is.” -San Francisco Examiner, 11-17-1996**
- **“Here’s why experts believe the U.S. is in a housing boom and not a bubble” –CNBC 9-20-2021**
- <https://investorplace.com/2023/09/3-signs-that-the-housing-market-will-crash-in-2024/>

Screw the Headlines

Regardless of what the headlines say, in the end, is there really a better time to improve your life than right at this very moment, and remember people buy everyday in every market, just make sure you are at the forefront.

When it comes to buying a home, it happens in 7 Phases

- We must serve as the Catalyst in the customers decision making process.
- When we lead customers through the 7 phases of emotional urgency, we help uncover WHY they need to move, and then we help them find favorite home, area, community etc and enable them to make a decision with CONFIDENCE

1. Customers are unsatisfied with current home or living situation.

2. They WANT the home more than any other home they have seen, and more than their current home.

3. They Believe the home that is available is the BEST available in the Market area they are considering

4. They Like the Area, Community, Amenities, Homesite

5. They Realize their favorite could be someone else's favorite as well.

6. They believe they are in the right place at the right time.

7

7. They realize that the sooner they act, the sooner their lives will improve

7 Phases of Emotional Urgency Sales Funnel

Closing Questions MUST Require the Customer to make a Decision

- Each step in the Funnel you MUST get the buyer(s) to agree or commit before proceeding to an offer.
- You MUST ask a closing Question on Each step of the Funnel
- Miss a Step in Funnel Miss the Sale

Example Questions for each Phase

- Phase 1: You told me “repeat Clients Wants/Needs, Does that sound like the kind of home you are looking for?”
- Phase 2: Summarize Phase 1 and then say, Based on that information, does this accomplish what you were looking for?
- Phase 3: Based on everything you have seen on the market, does this home accomplish MORE of what you want and need in a home based on the budget you had in mind?

Closing Questions MUST Require the Customer to make a Decision Continued....

Phase 4: Based on the Budget you have for your next home, does this area, community, amenities, Lot Size etc work for you and the family?

Phase 5 –Use Math to create Urgency. Example: Our firm receives over 2000+ Leads per month.

from Realtor.com alone. Do you feel there is a good chance this home could be someone else's favorite too? Maybe we should go pick out your 2nd Favorite home as a back up. I recommend we write up an offer and get together the EMD and DD. (Also, use FAST STATS and Market Data to help client understand the Economics of the marketplace.

Phase 6: If you don't buy here and you don't buy now, what is it that will make you feel that it's the right time to buy? (Typical Response is Lower Rates, Lower Prices) If Prices were lower, then what price would make you comfortable to purchase?)

Phase 7: You should not buy a home unless you believe this home will improve your current situation or life. So, do you believe this home will improve your life?

Its our role to advise and ask these questions

- Customers Expect you to Sell and Close. They didn't inquire about a home looking for a NEW BEST FRIEND. They want someone to help them find the right home at the right price.
- Thought –You have to change WHY you Sell, BEFORE you change HOW you Sell. We are in the business of improving people's lives and helping them navigate this market!!!
- You are not Manipulating, You are Influencing and Assisting them with Changing their Address and improving their current housing situation for the "Better"
- Remember: People are buying homes everyday in this market. The only question is who are they buying from? They are buying from the ones who ask great questions and create urgency through the 7 Phases of Emotional Urgency.

Challenge

- Write down and Maintain Monthly your TOP 10 Prospects and KNOW their WHY and Life Events happening.
- Memorize and Role Play the Seven Phases of Emotional Urgency and the questions that will get a Closing Decision
- Go ye into all the World and be the Real Estate Advisor that people WANT to BUY from and list their homes with.
- In tough markets, customers need an Advisor to take them where they cannot go and donot want to go there on their own. They need you to lead them to a decision with confidence and enthusiasm and be the “X” Factor.