

HAVE A PROCESS THAT WE FOLLOW EVERY TIME? NOW YOU DO!

“SELL THE LIFESTYLE NOT THE PRODUCT”

The Paracle Way of Selling

Selling a lifestyle will help you close more sales than actually selling a product. We have seen this for years: people want the hole, not the drill. You see, a lot of times, salespeople try to sell the drill. In Real Estate people only move for a finite number of reasons: relocation, families expanding, families downsizing, empty nesters, kids going off to college, retiring, tired of renting, schools, crime and so on and so forth. An event has altered their lifestyle that's causing them to move. Once you understand what it is, that's in their life right at that moment, and you position yourself as the key to them having that lifestyle, true sales will be made.

Point out the Obvious

Ex: Multiple Entrances, Community Pocket Parks, Dog Parks, Fire Hydrants, Streetlights, Sidewalks, Walking Trails, Tennis Courts, Pools, Golf Club, Clubhouse or Recreational Facilities, calendar of events from HOA or property management.

NEVER ASK THE CLIENT IF THEY WOULD LIKE TO GO TO THE AMENITIES JUST TAKE THEM!

This can take place at the beginning of home tour or after you have shown the home.

IF WEATHER IS BAD DON'T SKIP THIS STEP. (have multiple umbrellas in your car, etc) The First Home you show is your KEY opportunity to EARN the Relationship and BUILD Rapport! **You never WANT TO BE ONE AND DONE!**

Purpose of Initial Meeting

- Build Value in YOU and the Firm you represent! People do business with people
- they like and trust
- Take your time, it's a Marathon (30 Minutes)
- Identify Customers Wants vs. Needs
- Create and Build Value – Point out the Obvious
- Create Urgency

Step 2: Get Clients Impression of Exterior of the Home!

“Before we go inside what was your initial impression of the Exterior of this Home? What do you like or Dislike?”

Remember Ogres are like Onions!!! Peel back the layers and confirm details.

Ask questions about the:

- Brick
- Stone
- Siding
- Roofing
- Gutters
- Shutters
- Front Porch
- Driveway
- Garage Doors (One Car, Two Car, Three Car)
- Landscaping (New Sod, Irrigation, New or Mature Trees and Bushes)
- Fencing
- Mailbox

The Goal is to Point out the obvious and get them telling you their opinion. Don't Sell them other than getting them to see the lifestyle:

Ex: “Can you see yourself using this Front Porch?” “How do you see your family using this driveway?” (Sidewalk Chalk, Hopscotch, Jump Rope, Basketball, Washing the Car and so on)

Step 3: Backyard Life

DO NOT BE TEMPTED BY THE FRONT DOOR! The Backyard is one of the TOP Reasons buy homes and most agents never go back there. More Homebuyers have chosen homes for the backyard for kids or Dogs than any other feature. So why would we give it just a quick look from the inside???????

Do not ask the Client “do you want to see the backyard,” SIMPLY lead the customer to the backyard by walking towards the rear of home and state something like “So we don't have to take our shoes off twice, let's check out the back before we go in.”

Note: Do your best to get them as close to the rear yard as possible to help them see the true size of backyard. (Don't ever tell them this is the corner- a surveyor will confirm true property corners) A VERY COMMON MISTAKE IS AN ADVISOR JUST PEAKS INTO BACKYARD and SAY'S “WHAT YOU THINK”

Once you have arrived at the Estimated Rear Property, ask the client their opinions:

“What’s your initial opinion of the rear yard?”

“What do you Like or Dislike?”

“Can you see your family playing in this backyard?”

“Ask them how they would utilize the backyard? (Ex: Swingset, Patio, Grill, Trampoline, Pool, Soccer Goal, Garden, etc.)

Point out details:

- **Gutters**
- **Fence or where they would put (Need HOA Approval)**
- **Irrigation**
- **Outdoor Living or Kitchen**
- **Pool**
- **Shed**
- **Privacy**

Lifestyle: Get the Client Grilling & Chilling

Ex: Grilling, Drinking, Listening to Music with Friends and family

Trial Close: On a scale of 1-10, 1 meaning you hate this backyard and 10 meaning this could really work, where are we?

Make a Joke: You ready to see the inside ☺

Step 4: Interior of Home

Always enter the home through the Front Door! This is where the clients will get a feel for how their guests will come in and typically is where the WOW factor can start.

Once inside give the client some room and let them know to make themselves at home and you will go make sure all lights are on and the get a feel for the home yourself. As you are turning on lights etc. Make sure you open the garage if it has one to show the true size.

We do not recommend following the client around room by room and stating things like here is the kitchen ☺

When the client has checked out the home or maybe you check in and see how the client is doing throughout the tour you should ask some great questions like:

“What’s your impression of the interior of the home?”

If the Client says “ITS PERFECT” then proceed to stating “I suggest we make an offer!”

If the Client says its Just Ok, then start asking more questions?

“What are some of the things you like” (Always have the customer take you back to location and build value etc.)

“What things would you change or you are not feeling” (Always have the customer take you back to location and build value or assess the situation and validate the concern and see if the objection can be handled etc.)

Remember our goal is to LISTEN TO WANTS AND SELL ON NEEDS, so we need to focus on pointing out the benefits that meet the NEEDS and BUILD value on the features that are most important (Community, Schools, Convenience to Work & Shopping etc., energy efficiency, # Bedrooms, Baths, Garages, Bonus Room, Home office, Backyard)

NOTE: There is no Perfect Home (80% Meets Needs, 10% you Can Change and 10% you will live with) After you have gone through the home and identified the positive and negatives, you then need to decide if this home is one you want to ask the client to PURCHASE?

How do you know when to ask? Once you have asked enough TRIAL CLOSES and YOU FEEL THE TEMPERATURE is RIGHT?

Ex: Based on everything we discussed, it appears we have found a home that meets most of your needs and has a few things you could change, but most importantly hits these MAIN CRITERIA POINTS and I suggest we move forward and write an offer?

If the client still hesitates then we recommend following up with.....

“Apparently you have a reason for feeling this way, may I ask what it is?”

You then Verify the Objection to confirm if it is a little white lie or if it is truly an objection.

Remember we don't believe you can overcome an objection. We can only bring into perspective for our client and see if they can live with it.

How do we do this: Ask another question:

"If you weren't Concerned about the _____ then would this home be a good fit for you and the family?"

You will continue by Burying and Verifying using the question stated above until you MAKE A SALE and the Clients chooses to move forward.

You will need to use lots of selling skills to illustrate by using the ACRONYM below.

EVIDENCE DEFEATS DISBELIEF, People believe what they see not what they hear.

Take time to point details and draw out examples and share.....

D - Demonstrate

E - Example

F - Facts

E - Exhibits

A - Analogies

T - Testimonials

S - Statistics

Pros and Cons, Create Urgency, Discuss Rising Prices, Mortgage Rates and Availability of Loan Products, Run Monthly Payments and show the benefits of today vs future, share stories of previous clients who felt the same way initially etc,

ALWAYS Give CLIENTS TIME TO TALK ALONE in the Home and review the offering.
(Frank Jurnak Story – Tony and Lucas)

The client may not purchase this home and that's ok. Just note that NEVER should an SG Agent be showing more than 5 Homes to a client in a SPECIFIC area. Too many homes causes confusion in the buyers mind and a confused buyer, buys nothing. When a buyer buys nothing, we have an unpaid Advisor.

Continue using the above process on the next 2-5 houses until you effect closure and influence the buyer and help them MAKE A GOOD DECISION and INVESTMENT for their situation.

Majority of BUYERS wont make a Decision, they are waiting for some outside influencer to help, and that Influencer is you.

TAKE ACTION AND HELP YOUR CLIENTS ENJOY THEIR NEW HOME AND LIFESTYLE AND WATCH YOUR BUSINESS GROW.

THE
SCOFIELD
GROUP

