



The Realtor's Guide to Winning Clients with the Right Language

The wrong words can stall deals, push clients away, or kill opportunities. The right words make you magnetic, trusted, and in control of the sales process. This guide will help you master the language of influence.

Why Words Matter in Real Estate

- The words you choose shape perceptions.
- Are you repelling customers without realizing it?
 - Example: Saying “think about it” invites delays. Saying “how does this compare to what you have now?” creates forward motion.

Words That Kill Deals (Avoid These)

- “Take your time, think about it”: stalls decisions.
- “I’ll find you the perfect home”: sets an impossible standard, leads to buyer fatigue.
- “Call me if you need me”: resigns leadership and loses momentum.
- “Here’s my card, let me know”: no clear next step = dead end.

Words That Move Deals Forward (Use These)

- Power words: obviously, certainly, naturally, fortunately, surely, simply, happily, luckily.
- Presuppositions: “When we write the offer...” vs. “If we write the offer...”
- Trial closes: “How does this compare to what you have now?”
- Future pacing: “Imagine hosting Thanksgiving in this dining room...”
- “On a scale of 1-10, 1 meaning this house doesn’t work, 10 meaning it does: How are we doing?”

Frameworks to Anchor Your Language

80-10-10 Rule: 80% meets their needs, 10% they can change, 10% compromise.

(No “perfect” home myth!) > Don’t set people up for failure looking for the perfect home that doesn’t exist. We call that a Unicorn...

- BAMFAM: Book A Meeting From A Meeting, NEVER leave without a next step.
- FBI (Feature > Benefit > Impact): Always tie what you’re saying back to client value.

Real-Life Phrases That Build Trust

Instead of: “What do you think?”

Try: “What do you like about this home? What would you change?” (Use the 80-10-10 Rule.)

Instead of: “If you ever need me...”

Try: “Let’s schedule our next check-in so we keep momentum moving.”

Instead of: “This home is perfect.”

Try: “This home hits 80% of your must-haves, and the rest can be adjusted or are compromises we discussed.”

Why Does This Matter

Your words either make you magnetic or make you forgettable.

The top producers don’t leave language to chance; they train it, practice it, and protect it.

Download this guide and start winning more listings, more offers, and more referrals by mastering the words that matter most.