

LISTING BEAST SCRIPT BOOK & AGENT PLAYBOOK

FREE AGENT TRAINING TOOL
USED BY 10,000+ AGENTS



SCRIPTS, SCOREBOARDS, OBJECTION
HANDLERS & AI TOOLS TO BUILD A
\$100K/MONTH LISTING BUSINESS
WITHOUT THE GUESSWORK

By Brendan Bartic, Founder
9,500+ Listings | \$115M+ GCI



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THIS IS YOUR LISTING BEAST PLAYBOOK

Tactical Scripts, Strategies, and Scoreboards for Domination

If you want more listings, bigger commissions, and absolute confidence at the table, this playbook is your cheat code. Study it. Use it. Win with it.

WHAT THIS IS:

This isn't a "script book." It's a proven, battle-tested field manual used by top-performing listing agents to dominate their markets and build predictable income.

Inside, you'll find:

- Top 7 Money-Making Scripts used to land high-dollar listings
- 50+ Objection Handlers based on real seller psychology
- Scoreboards & Trackers to measure progress and boost consistency
- AI Roleplay Prompts to sharpen your delivery on-demand
- QR Codes to video training from Brendan Bartic himself

WHY IT EXISTS:

Because leads mean nothing if you can't convert.

Listings are the lifeblood of this business—and most agents are winging it.

This playbook helps you:

- Set appointments with confidence
- Win the table every time
- Handle objections like a pro
- Create raving fans that refer you for life

REALITY CHECK:

Reading this playbook won't make you rich.

Using it every day will.

Let's go.



WANT MORE CONFIDENCE? EARN IT.

WHY MASTERY > MOTIVATION

Confidence Comes from Reps

If you've ever frozen on a call or bombed a listing appointment, it wasn't lack of motivation.

It was lack of reps.

Top agents aren't smarter—they've just practiced more.

Scripts don't make you robotic. They make you ready.

You're Paid to Solve, Not Sell

Sellers don't care about your stats. They care about:

1. Can you solve their problem?
2. Can they trust you when it counts?

This playbook gives you the exact words to do both.

Track Your "Dollar Per Conversation"

Most agents don't know their most valuable number:
How much you earn for every conversation you have.

Example:

You close 1 out of every 250 convos.

Your average commission is \$17,500.

That's \$70 per conversation—whether they ghost you or not.

Know your number. Then make it bigger.

Practice Like You Perform

Tiger Woods didn't win by playing more. **He won by practicing better.**

Real estate is no different. Every rep off the field determines what happens at the table.



You don't need more motivation. You need a system that guarantees growth. The Listing BEAST Playbook is that system. Let's get to work.



TOP 7 MONEY-MAKING SCRIPTS

#1 EXPIRED LISTING SCRIPT

Hi, I'm looking for (their name) ... Hi (their name) ... my name is (your name) with XYZ Company ... I was calling about your home on (123 Elm Street) ... I noticed it came off the market yesterday, and I was curious if you were still interested in selling your home?

(Repeat and comment)

1. (Their name) can you tell me why you are selling the property?
(Moving to Arizona) Repeat and comment?
2. Have you had any offers?
(No)
Not even a low-ball offer? Act amazed and curious.
3. Were you having a lot of showings?
(Nope)
Repeat and comment, No?
4. (Their name) ... what do you think stopped your home from selling?
(The market) Repeat and act curious?!
5. How did you happen to pick the last agent you listed with?
(My cousin)
Repeat and comment, I see. (downward inflecting tone) Sound sad/disappointed.
6. (Their name) ... we specialize in selling homes that didn't sell the 1st time with Colorado's most innovative home selling program, SOLDin65 where we've identified 2 major issues with how traditional real estate is sold, costing sellers thousands of dollars! I'd love to come by, tour the house and show you how we're helping hundreds of sellers, just like you! I will be in your neighborhood this afternoon at 4:00 ... or would tomorrow at 1:00 work better for you?
(Tomorrow at 1:00)
7. Great! ... so that I can prepare an accurate net sheet for you can you tell me what you owe on the property?
(\$100,000)
And do you have a second?
(No)
8. And will all the decision makers be there tomorrow at 1:00?
(Yes)
9. Thanks (their name)! I look forward to meeting you tomorrow at 1:00.



TOP 7 MONEY-MAKING SCRIPTS

#2 FOR SALE BY OWNER (FSBO)

Hi, I'm calling about the home for sale ... is it still available? (Yes) Great! Is this the owner? (Yes)
And, who am I speaking with? (Their name)

Hi (their name), my name is (your name) with XYZ Company, and I have a couple of quick questions about the property.

1. Is the property vacant? ... or ... are you currently living in the home?
(We live here)
Great!
2. How long has it been for sale?
(2 weeks)
Excellent!
3. What is the current list price?
(\$300,000) Repeat the full number slowly.
4. And ... how did you come up with the asking price?
(Zillow)
Oh ... Ok.
5. Can you tell me why you are selling the property?
(Moving to Arizona) Repeat and comment?!
6. Is there a reason why you decided to try and sell it yourself rather than with a professional real estate broker?
(Save commission)
Really? Act surprised!
7. Well ... the reason I ask is because I have helped hundreds of For Sale By Owners net the most money possible for their home, and I would like to stop by and show you Colorado's most innovative home-selling program, SOLDin65! We've identified 2 major issues with how traditional real estate has been sold which has cost sellers thousands of dollars! I will be in your neighborhood this afternoon at 4:00 ... or would tomorrow at 1:00 work better for you?
(Tomorrow at 1:00)
8. Great! So I can prepare an accurate net sheet, what do you owe on the property?
(\$100,000)
And do you have a second?
(No)
9. Excellent! And will all the decision-makers be there tomorrow at 1:00?
(Yes)
10. Great! I look forward to meeting you and viewing the property tomorrow at 1:00.



TOP 7 MONEY-MAKING SCRIPTS

#3 FOR RENT BY OWNER (FRBO)

Hi, I'm calling about the rental you have listed online, is it still available? (Yes) Is this the owner?

(Yes)

1. Great! And I'm sorry, what is your name? (Their name)
2. Well (their name), I'm calling because I work with a lot of buyers and investors in the area, and I wanted to see if you have any interest in selling the property? (Yes)
3. Excellent! I would love to view the property, are you currently showing it or do you have a property manager?

(I am showing it)

Great!

4. I would like to stop by and meet with you and view the property. I will be in your neighborhood this afternoon at 4:00...or would tomorrow at 1:00 work better for you?

(Tomorrow at 1:00)

5. So that I can prepare an accurate net sheet, what do you owe on the property?

(\$100,000)

And do you have a second?

(No)

6. Great! See you tomorrow at 1:00.

(No)

1. Ok (their name), is there a price that would cause you to sell it?
(\$500,000)
2. Great! And have you had a current market analysis completed on the property? (No)
Excellent, I would love to provide you with a detailed comparative market analysis.
Would you like to receive that via email or regular mail?
(Email) verify email address.
3. Great! I will email that over to you this afternoon and call you to follow up and discuss how to make that price possible.



TOP 7 MONEY-MAKING SCRIPTS

#4 NED/PRE-FORECLOSURE

Hi, I'm looking for (their name) ... Hi (their name) ... my name is (your name) with XYZ Company ... I am calling today because I just had an investor reach out to me who has an interest in buying your home. Do you have any interest in selling?

(No)

1. Ok (their name), are you aware your property is currently in pre-foreclosure? (Yes)
2. Do you have a plan to avoid foreclosure?
(Working on a loan modification with the bank)
3. Great! Well, if that doesn't work, I would love to be a backup option for you. I will be in your neighborhood this afternoon at 4:00 ... or would tomorrow at 1:00 work better for you?
(Tomorrow at 1:00)

(Yes)

Move forward with pre-qualification questions on the Seller Profile.



TOP 7 MONEY-MAKING SCRIPTS

#5 JUST SOLD SCRIPT

Hi, I'm looking for (Their Name)...Hi (Their Name)...My name is (your name) with XYZ Company...I/we just sold the home at (123 Elm Street)...right by (recognizable landmark) using Colorado's most innovative program, SOLDin65! And through the process several buyers missed out on this property that are extremely interested in this area...So I was calling to see if you or anyone you know might be interested in selling?

(No)

I can appreciate you taking the time to think about it, (Their Name). With so many buyers interested in your area all the time, if you were to move, where would you go next?

(Arizona)

(Repeat back whatever they say)...Wow! That sounds great! And, (Their Name) if it were the perfect situation, when would that be?

(In 4 years)

Okay, and (Their Name)...When was the last time you had a detailed Market Analysis done on your home?

(I don't know what that is / I haven't had one)

Okay, well I'd love to provide you with a monthly valuation snapshot for you through my partners at Homebot, the #1 valuation tool out today! It'll show you the monthly market value of your home.

What is a good email address for you? (**Set next follow-up based on the client's timeline.**)

IF THEY ARE NEVER MOVING...

Never moving?! Wow...And, while I have you, (Their Name), do you currently own any investment properties?

(No) / ***If yes: offer Homebot for their Investment Properties***

Oh my gosh! Well, I'd like to set up a 1 on 1 meeting where I will show you how easy it is to buy your first investment property. What's the best day and time that works for you? I have tomorrow at 4 or would Thursday at 1 work better?

(No thanks, I don't want to attend/ not interested) Okay, no worries! I'll get that monthly value of your home set up and sent over right away, thanks for your time today!



TOP 7 MONEY-MAKING SCRIPTS

#6 JUST LISTED SCRIPT

Hi, I'm looking for (their name) ... Hi (their name) ... my name is (your name) with XYZ Company ... I/my company just listed a home for sale at (123 Elm Street) right by (recognizable landmark) ... it has ____ bedrooms and ____ bathrooms ... and is listed at \$____. We are expecting a huge demand for this home and expect it to go under contract quickly. So, I was calling to check in with the neighbors and see if you or anyone you know might be interested in selling or if you knew anyone looking to get into the neighborhood.

(Repeat what they say back to them)

(No)

1. I appreciate you taking the time to think about it, (their name). If you were to move, where would you go next?

(Arizona)

2. Great! And in a perfect situation, when would that be?

(6 months)

3. That's exciting! (their name), One of the things I do for your neighbors is I send out a monthly valuation report through my partners over at Homebot, the number one valuation tool out today! What's a good email address? (Set up in FUB and set stage to seller nurture = 1 touch per month)

If still no:

I understand, (their name), have you ever considered building wealth through real estate?

(Yes)

Move forward with pre-qualification questions.



TOP 7 MONEY-MAKING SCRIPTS

#7 ABSENTEE OWNER

Hi, I'm looking for (Their Name)...Hi (Their Name) ...My name is (your name) with XYZ Company...I'm calling about your property on (123 Elm Street)...I work with a lot of buyers in your area and wanted to see if you had any interest in selling that property?

(No, I'm not interested in selling)

Okay! I can appreciate that. Even if there was a cash offer OVER market value?

(No)

Okay, would you be interested in any additional investment opportunities?

(No)

Well, (Their Name), I can appreciate that. (Their Name), I work with a lot of buyers and investors in this area, if you were to sell, when would that be?

(Never)

Okay, how long have you owned the property?

(Repeat back whatever they say to you.)

(Their Name), I'm curious, how did you happen to purchase in this area? (Repeat back whatever they say to you.)

Great! one of the things I do for your neighbors is I send out a monthly valuation report through my partners over at Homebot, the number one valuation tool out today! What's a good email address?

(Yes, I'm interested in selling)

Fantastic! Is it currently being rented?

(Yes)

Okay, and how much would you like to sell it for?

(Repeat back whatever they say)

And, if it were the perfect situation, when would like to have the property sold?

(Repeat back whatever they say)

...Okay, great! The next step is for us to meet at the property so I can show you Colorado's most innovative home selling program, SOLDin65! We've identified 2 major issues with how traditional real estate has been sold which has cost sellers thousands of dollars! I have availability today at 4 or tomorrow at 1, what works better for you?

(If out of state/area)

Great! What's the best way for me to view the property? I have availability today at 4 or tomorrow at 1, what works better for you?



BONUS VIDEO TRAINING

TOP 3 LISTING LEAD SOURCES

Fastest Way to Start Conversations That Turn into Contracts

There are dozens of ways to generate listing leads. But these are 3 of the highest converting, fastest-to-profit sources our top agents use every week.

You'll get short video breakdowns showing:

- Why they matter
- What to say
- Where to find them
- When to follow up

BONUS

EXPIRED LISTINGS



CLICK HERE

BONUS

FSBO



CLICK HERE

BONUS

JUST SOLD



CLICK HERE

"MOST AGENTS DON'T NEED MORE LEADS. THEY NEED BETTER ONES — AND A BETTER SYSTEM FOR TURNING LEADS INTO LISTINGS."

— BRENDAN BARTIC



SITUATIONAL SCRIPTS

YOUR FULL ARSENAL

INVITE NEIGHBORS TO OPEN HOUSE

Hi, I'm looking for (their name). ... Hi (their name), this is (your name) with XYZ Company and I'm calling because we're hosting an amazing open house at (123 Elm Street) this Saturday from 12 pm-3 pm and I wanted to see if you could stop, view the property, and provide some feedback?

(If Yes)

Great! I also wanted to let you know that I'm supporting a charity of your choice) so if you have anything to donate, you can drop it off at that time...Lastly, I'll send over a reminder for the Open House this weekend...What's the best email address for you?

(If No)

Okay, no worries, (Their Name), we know this property is going to sell very quickly and we're anticipating several backup offers, so I wanted to see if you or anyone you know might be interested in selling.

(If yes) Excellent! What would be the reason for the move?

(Repeat back whatever they say)...And if it was the perfect situation, when would that be?

(If they say... "We are never moving. We love it here!")

That's great (their name)! Do you own any investment properties?

(If yes) When was the last time you had a Comparative Market Analysis done on that investment property? (Offer free CMA for each investment property.)

(If no) Oh! Well, I actually specialize in helping people invest in real estate...I'm hosting an Investor Seminar via Zoom next month on ____ at ____ am/pm.

What's the best email address for you? I'd like to send you more information about this opportunity.

(No, not interested) (their name), in addition, I send out an amazing quarterly real estate market report...Most of your neighbors like to receive this via email, would you prefer to receive your copy via email or regular mail?

(Email)

Great! What's the best email address for you?



SITUATIONAL SCRIPTS

YOUR FULL ARSENAL

INBOUND SELLER LEAD

Hi, I'm looking for (their name).
(Yes, this is he/she)

Hi (their name), this is (your name) with (XYZ Company), and I was calling as I just received your contact information, and it looks like you have an interest in selling your home. If it was the perfect situation, when would you like to have your home sold?
(6 months)

6 months? Fantastic! Have you had a detailed comparative market analysis completed for your home?
(No)

Really? Ok, and (their name) can you tell me the reason for selling the home?
(Job relocation)

That's exciting! And how long have you owned the property?
(6 years)

Fantastic! Can you please describe the condition of your home to me? Any updates or anything you would consider to be a major concern to a buyer? For example, is the kitchen updated, or on the other side, are there any roofing or structural issues?
(No)

Ok, and (their name) so I can provide you an accurate net sheet, how much do you owe on the property?
(\$100,000)

And do you have a second?
(No)

Great! Well, (their name), the next step would be for me to come and view the home, provide you with a detailed comparative market analysis, review your seller net sheet so you know exactly what you are walking away with, and explain what we do and how we will get you the highest price possible. I will be in your neighborhood this afternoon at 4:00 ... or would tomorrow at 1:00 work better for you?
(Tomorrow at 1:00)

Excellent, and will all parties on the title be there tomorrow at 1:00?
(Yes)

Great! See you tomorrow at 1:00.



SITUATIONAL SCRIPTS

YOUR FULL ARSENAL

SEASONED SELLER LEAD

Hi. I'm looking for (their name). Hi, (their name), this is (your name) with (XYZ Company) and I am giving you a quick call as we just sold several homes here in (their neighborhood), and I wanted to follow up and see if you still had an interest in selling?

(No)

I appreciate you taking the time to think about it (their name). Let me ask you this if you were to move, where would you go next?

(Arizona)

Great! And if it was the perfect situation, when would that be?

(6 months)

That's exciting! (Update your database and set a reminder to call when appropriate)

OR

“

We are never moving. We love it here!

That's great (their name), have you ever considered building wealth through real estate?

(If still no)

Well (their name), one of the things I do for your neighbors is, I send out a quarterly market report. Would you like to receive that via email or regular mail?

(Email)

Great ... and what is your email address?

(Yes)

Move forward with Seller Profile.



SITUATIONAL SCRIPTS YOUR FULL ARSENAL

QUARTERLY CHECK-IN PHONE CALL

This conversation is between you and your database, especially with Future Ambassadors and Ambassadors. The focus of the conversation is focused on providing value and staying in touch in a non-salesy way. Invite them to a First-Time Home Buyer Seminar, Seller Seminar, or Investor Seminar, or invite them to participate in our Client Giveaway or recommend a local business for the Business Spotlight.

Hi (Their Name)...This is (your name) with XYZ Company. How are you?!

(Keep the conversation going by using the F.O.R.D Method)

Family

Occupation

Recreation (hobbies, rec leagues, meet-up groups)

Dreams (vacations/trips)

Listen, I was just giving you a quick call to let you know we are hosting a First-Time Home Buyer (or) Seller (or) Investor Seminar on ____ at ____ am/pm...And I wanted to see if you might know of anyone that would be interested in attending.

(No)

Okay, I can appreciate that. Since we're talking, the other thing we do every month is highlight a local business within our community. Do you own or do you know of anyone who owns a local business you can recommend I connect with for one of our upcoming Business Spotlights?

(No)

Okay, well if anyone comes to mind you can let me know. And by the way, we have our Monthly Giveaway coming up on ____ ...We're giving away a/an ____ ... All you have to do is call in between the hours of ____ and ____ to be entered to win. I'll send the information as soon as we're off the phone and reach out if you have any questions!



SITUATIONAL SCRIPTS

YOUR FULL ARSENAL

CLIENT GIVEAWAY INVITE SCRIPT

Hi (their name), it's (your name) with XYZ Company. How are things going? Excellent! I'm giving you a quick call to let you know my group is having another team giveaway and I wanted to make sure you knew about it! Last month, the winner received a (previous prize) and this month we are giving away a (Current Prize)!

The sign-up will be on (Give Date) and to qualify for the (Current Prize) you'll need to either follow us at @elitehomepartners_co and on Facebook or call in on the day of the giveaway! I'll also reach back out to remind you via (text/email/call/social media).

(Keep the conversation going by using the F.O.R.D Method)

Family

Occupation

Recreation (hobbies, rec leagues, meet-up groups)

Dreams (vacations/trips)

(Their Name), it was great catching up with you! And, before I forget, I was wondering if you could help me out. (Sure)

Great! My team and I are having a competition to see which agent can get the most referrals by the giveaway signup date, so who do you know looking to buy or sell real estate that I can talk to? (Don't know anyone?)

Understood, maybe by the time we talk again, before the giveaway, you can think of someone!

Thanks (Their Name), I'll talk to you soon!

(Set follow up call date to give an update on the giveaway and check in on any referrals. Let them know that you're doing well in the competition and in the running to win the bragging rights!)



SITUATIONAL SCRIPTS YOUR FULL ARSENAL

BUSINESS TO BUSINESS REFERRAL SCRIPT

Hi (their name) ... My name is (your name) with (XYZ Company) ... I'm calling today because I'm in the process of creating a list of preferred businesses to give to my clients.

I frequently have clients ask me for a good (business type), and I'm looking for a trusted local company to refer them to. I've heard nothing but great things about you/your company, are you interested in being included? (If yes, continue...)

Great! My goal is to establish professional referral partnerships in order to help grow each other's businesses.

As I refer clients to you, would you be willing to refer clients that are looking to buy or sell a home to me with the assurance that I will provide them with the same high level of customer service you deliver to your clients?

(If yes, continue...)

Excellent! Let's meet this week and discuss in detail how we can help each other. I will be in your area this afternoon at 4:00 ... or would tomorrow at 1:00 work better for you?



SITUATIONAL SCRIPTS YOUR FULL ARSENAL

SELLER NURTURE MONTHLY CALL

Monthly call for nurture 12 months or less from selling & use on a quarterly basis for sellers 12+ months away.

Hi (Their Name), this is (your name), the real estate professional with XYZ Company and I was reaching out based on our conversation back in (name the last time you spoke) and at that time you mentioned that your plans were to move (name the timeline given and the reason) so naturally, I'm checking in to see if that's still the case.

Repeat and validate their answer back to them.

Dig deeper, where/when/why? Can you tell me again, where you plan on going?

Repeat their answer.

Ex: Patio homes in Highlands Ranch

Other than patio homes, what else are you looking for in your next home that would help you make the move? Beds, baths, lots, yard, location, garage size etc.

Repeat their answer back. 3+ bedrooms for the kids etc.

(Their Name), I'm curious, would you like to be in your new home by the beginning of January or do you plan to put your house on the market at that time?

Repeat their answer, you want to be in the new home by January!

If it's 3 months or less to move, set the appointment!

The entire process can take several months from beginning to end. What I'd like to do is get ahead of the process by meeting this week. I'm available tomorrow at 1, or would Thursday at 4 be better?

No (my house is unavailable to see right now) – set your next call to touch base in a month.

(Their Name) Before I come over, I have a few questions about your house so I'm well prepared by the time we meet, it takes 5 minutes, how does that sound? (Continue to fill out the Seller Profile sheet, page 2 - DO NOT MEET without it being completed!)

If they say no, take the Seller Profile form to the appointment to be filled out in person!

>>>CONTINUE TO THE NEXT PAGE<<<



SITUATIONAL SCRIPTS YOUR FULL ARSENAL

CONTINUED...SELLER NURTURE MONTHLY CALL

If they say no, take the Seller Profile form to the appointment to be filled out in person!

If the client asks why you're calling again since they already told you the time to sell is more than 3 months out.

(Their Name) The feedback that I've received is that there are a lot of agents in my industry that do not communicate well, and I want you to know that I am different, and I'll be ready when the time comes for you to move forward! I've also seen that circumstances change, and timelines move up!

(Their Name), are there any updates on your situation currently? Okay, thanks for the feedback!

This is my number; you can always reach me here if your situation does change! Thank you for the update, and we'll talk soon!

Hang up and take detailed notes.

SHOULD I WAIT TO SELL?

(...Should I wait to sell?)

Great question (their name), let me ask you this if it were the perfect situation, when would you like to have your current home sold, and when would you like to be in your new home?

(As soon as possible)

Great! (Their name), so we have two things to consider:

1. We can't sell your home if you are not on the market.
2. And, if we wait, so will the competition, and when this all blows over, there will be a flood of homes hitting the market driving prices down.

(Their name), you do want to net the most money possible for your home, correct?

(Yes)

Excellent! If you are comfortable meeting in person, I will be in your neighborhood this afternoon at 4:00 ... or would tomorrow at 1:00 work better for you?



SITUATIONAL SCRIPTS

YOUR FULL ARSENAL

SELLER PRICE ADJUSTMENT

Hi (their name), it's (your name) with XYZ Company, I wanted to give you a quick update on the results from this past week/weekend (depending on when you listed the property).

We had a great launch week/weekend. We had about X-Number of people tour your home. Unfortunately, at this point, no one has decided to make an offer.

Based on all of the feedback, we have a few options:

1. We can do nothing and just wait and see if a buyer is going to show up and make an offer on your home.
2. We can add additional value to your home in the eyes of the buyer. There are several things we can do to try and enhance the overall value of your home. For example, remodeling the kitchen, adding additional landscaping in the backyard, etc.
3. We can improve the price of your home, so we are a better value in the eyes of the buyers so that they will make an offer on your home.

Which option would you like to move forward with? (Number 3)

Great! I will draft the amendment for the price adjustment and have it over to you later today for signatures.

I don't want to reduce the price at this time.

That makes sense that you don't want to drop the price, and I know you want to net the most money possible. My major concern is the longer we sit on the market and tell the buyers we're not serious about selling, the more money you'll lose in the end.

Since the longer we sit on the market, the more we depreciate, let's do the right thing and set the price 5% lower and let the buyers know that you're serious about moving forward.

After the reduction, me and my team will be busy hitting the phones and letting everyone know about the new price!



SITUATIONAL SCRIPTS

YOUR FULL ARSENAL

SELLER INSPECTION RESOLUTION

Hi (their name), it's (your name) with XYZ Company. So, as you know, earlier today, I emailed you about the buyer's inspection objection for your home. The buyers have requested several items be taken care of and at this point, we have a couple of options to discuss before I can draft a formal inspection resolution proposal and submit it to the buyer's agent:

Option 1. You can address all of the items and move forward to a successful closing.

Option 2. You can offer a concession in lieu of the items, and once accepted, you can move forward to a successful closing.

Option 3. You can offer a combination of the two.

Option 4. You can reject the buyer's formal inspection objection, they will terminate, and you will not move forward to a successful closing. You will have to relist and start the process all over again.

Based on all of the options we just reviewed (their name), which one would you like to select and move forward with?

(Number 3)

Great! I will draft the inspection resolution and have it over to you later today for signatures.



MASTER THE APPOINTMENT SCRIPTS THAT GET SIGNATURES

DELIVERING THE PROMISE

(Their name), my/our promise is to provide you with the most exceptional real estate experience on earth. Throughout this transaction, (my team and) I will be checking in with you to make sure we are delivering on our promise. When I/we deliver on our promise, I am going to ask you to do two things:

1. Provide me/us a 5-star review.
2. Refer someone you know to us who is looking to buy or sell a home.

Does that sound fair (their name)?

(Yes, absolutely)

DELIVERING THE PROMISE IN THE LIVING ROOM

The living room is where you set the tone for the rest of the listing appointment. Start by sitting down with the seller to establish a personal connection and review their goals. This is your opportunity to understand their unique story, uncover the hidden gems and special features of their home, and identify what matters most to them. Use their name frequently to personalize the conversation and show genuine interest in their needs. Make it all about them—this is their moment to feel heard and valued.

Once you've built trust and confirmed their priorities, it's time to deliver The Promise: a clear, confident commitment to achieving their goals and maximizing the value of their home. When you align your promise with their specific objectives, it demonstrates your dedication and reinforces your role as their trusted advisor. This sets the stage for a successful partnership before transitioning into the 360 Home Tour.



MASTER THE APPOINTMENT SCRIPTS THAT GET SIGNATURES

DELIVERING THE LISTING PRESENTATION

This is your SUPER BOWL.

The listing presentation isn't about information, it's about transformation. Top agents don't just present; they **solve problems, communicate value, and close with certainty**. Nail this moment, and you separate yourself from every other agent out there. Below are the *exact scripts* I've used to close thousands of listings. Internalize them, master them, make them your own. If you want my editable, battle-tested listing presentation (the same one that's generated **over \$115 million in GCI**), [book a strategy call here](#).

SLIDE 1



Okay, [Their Name], let's go over how we net you the most money in the least amount of time possible with Colorado's Most Innovative Home-Selling Program!

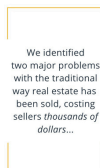
SLIDE 2



Why SOLDin65

So, why SOLDin65...Well, there are two major problems with the way traditional real estate has been sold...**Costing sellers thousands...**The program I'm about to share with you has been developed over the last 20 years, based on cutting edge buyer psychology...It solves these problems, saving you thousands of dollars, and transforming the way real estate is bought and sold.

SLIDE 3



So, let's jump in!



MASTER THE APPOINTMENT SCRIPTS THAT GET SIGNATURES

DELIVERING THE LISTING PRESENTATION

After completing the 360 Home Tour, sit down at the kitchen table with the seller to present our SOLDin65 Program. Use the Canva presentation of SOLDin65 to guide the discussion and provide a clear, professional explanation of the program. Below are the scripts you should memorize and internalize to deliver the presentation effectively and confidently.

...

SLIDE 4



Problem #1 Time on the Market Problem #1: Time on the Market... [Their Name], we know that every day your home is on the market you become a depreciating asset.

The clock starts ticking the moment your home hits the market and most agents have ZERO strategy! They list your home on the MLS, throw a sign in the yard, and hope and pray someone shows up. Resulting in low-ball offers or no offers at all.

Days on Market Graph Let's see how this problem negatively impacts how much money you walk away with from the sale of your home... This graph shows you # of days on market and the drop in sales price over time.

Look at the 3% drop after the first week...In the first two weeks 5%...And after a month and half, you're almost down 9.5%!

So, [Their Name] let's say, your home was listed at a million dollars, you would have lost over \$90,000 in asking price!!!



MASTER THE APPOINTMENT SCRIPTS THAT GET SIGNATURES

DELIVERING THE LISTING PRESENTATION

SLIDE 5



Problem #2: Costly Inspection Repairs

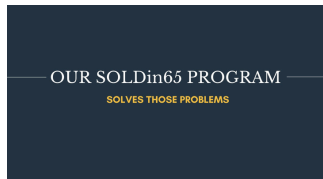
Problem #2: Costly Inspection Repairs

Even when sellers receive and accept a great offer...That contract can quickly turn into a money pit because of unforeseen and costly inspection repairs.

Sellers fork out thousands of dollars, significantly lowering their net proceeds...On the high side, we've seen this amount be as high as \$25,000! **Risk of Costly Inspection Repairs Graph** So, let's take a look at some of the average costs of inspection repairs based on the most recent data from HomeAdvisor in 2022.

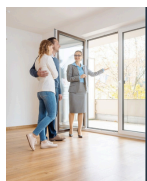
****Walk through each image and associated cost from left to right, start with Electrical and end with Kitchen Appliances. ****

SLIDE 6



Our SOLDin65 Program solves those problems...

SLIDE 7



SOLUTION 1
65-HOUR SHOWING WEEKEND
Instead of inconvenient, one-off showings, along with random, unqualified people coming through an Open House, we leverage buyer psychology with our 65-hour Showing Weekend, providing you with more convenience, a higher price, and a higher level of certainty.

Solution #1: 65-Hour Showing Weekend

Instead of inconvenient, one-off showings, along with random, unqualified people coming through in an Open House, we leverage buyer psychology with our 65-hour Showing Weekend providing convenience, a higher price, and a great level of certainty.



MASTER THE APPOINTMENT SCRIPTS THAT GET SIGNATURES

DELIVERING THE LISTING PRESENTATION

SLIDE 8



SOLUTION 2
CREATING BUYER URGENCY
During the 65-Hour Showing Weekend, we allow every serious buyer to see your home before launching it to the public, creating a buyer frenzy and driving prices up.

Solution #2: Creating Buyer Urgency

During the 65 Hour Showing Weekend, we give every serious buyer the opportunity to see your home before we launch it to the public creating a buyer frenzy, driving prices up.

SLIDE 9



SOLUTION 3
WE TREAT BUYERS LIKE VIPs
We know when buyers feel special, they're more likely to pull out their checkbooks and ask, "Where do I sign?" That's why we make them feel special with our 5-Step VIP Buyer Experience:
1. The Seller's Story
2. Priced to Sell
3. Special Features
4. Hidden Gems
5. Close the Window

Solution #3: We treat buyers like VIPs

Solution #3...We treat buyers like VIPs. [Their Name] ... We know that when buyers feel special they're more likely to pull out their checkbooks and ask, "Where do I sign?". That's why we make them feel special with our 5-Step VIP Buyer Experience:

- The Seller's Story
- Priced to sell
- Special features
- Hidden Gems
- Close the window

SLIDE 10



SOLUTION 4
INSPECTION PROTECTION PROGRAM
We minimize buyer requests for costly repairs and provide peace of mind by protecting your home throughout the course of the listing, inspection period, and long after the sale has closed with a comprehensive Home Warranty.

Solution #4: Inspection Protection Program

Solution #4: Our Inspection Protection Program...We provide a comprehensive Home Warranty, so the home is protected throughout the listing process, while we're under contract, and long after the sale has closed...Delivering a sense of security to both you, the seller, and the buyer.



MASTER THE APPOINTMENT SCRIPTS THAT GET SIGNATURES

DELIVERING THE LISTING PRESENTATION

SLIDE 11



SOLUTION 5
BUYER OFFER OPTIMIZATION METHOD
E.O.O.M! Before any offer is presented, we make sure every offer is optimized to ensure you only receive the buyer's highest and best.

Solution #5: Buyer Offer Optimization Method...BOOM!

Solution #5...Our Buyer Offer Optimization Method...Or what we like to refer to as BOOM!

Traditional agents think that the offer a buyer submits is automatically their highest and best. Rarely do they negotiate on behalf of their seller to improve the initial offer that was submitted.

In our SOLDin65 program, even when a buyer submits a full-price offer with great terms, we will contact the Buyer or Buyer's Agent and let them know because of the demand they are going to have to do even better.

SLIDE 12



Our Solutions Provide

Our solutions create buyer urgency and provides security for you and buyer through the inspection process.

SLIDE 13



We Understand Buyer Psychology

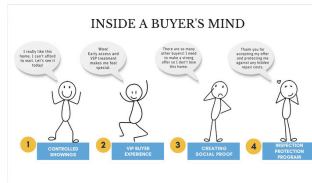
We studied and researched the strategies of top Fortune 500 companies in order to create higher sales by understanding buyer psychology...



MASTER THE APPOINTMENT SCRIPTS THAT GET SIGNATURES

DELIVERING THE LISTING PRESENTATION

SLIDE 14



So, let's take a look at how a buyer thinks...

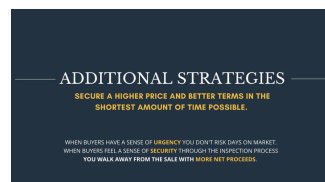
The buyer starts off thinking... **"I really like this home. I can't afford to wait. Let's see it today."**

We make them feel special with the VIP Buyer Showing Window. They say... **"Wow! Early access and VIP treatment make me feel special."**

Then... **"There are so many other buyers! I need to make a strong offer, so I don't lose this home."**

And lastly... **"Thank you for accepting my offer and for protecting me against any hidden repair costs."**

SLIDE 15



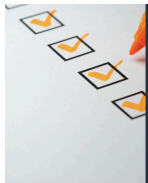
Additional Strategies There are 2 additional strategies I want to share with you that we utilize in the Soldin65 program that help to secure you a higher price and better terms in the shortest amount of time possible with the sale of your home...



MASTER THE APPOINTMENT SCRIPTS THAT GET SIGNATURES

DELIVERING THE LISTING PRESENTATION

SLIDE 16



STRATEGY #1

SELLER PREFERRED TERMS

Traditional agents let buyers set the terms of the offer. We provide buyers with your preferred terms so you get exactly what you're looking for in the sale of your home. Control your price, move-out date, earnest money, and any additional terms that make it the perfect offer for you!

Strategy #1 Seller Preferred Terms

Strategy #1 Seller Preferred Terms...We want you in ultimate control throughout the listing process.

Traditional agents let buyers set the terms of the offer which means most offers...Aren't very good. They don't meet your needs...And, it positions **the buyer** to be the one in control.

With our SOLDin65, we provide buyers with your preferred terms so they know *exactly* what you're looking for so they can deliver you the perfect offer, keeping you in control the entire time.

SLIDE 17



STRATEGY #2

ACTIVE MARKET ANALYSIS

Instead of using only traditional data, we provide you with an analysis of all the Active Listings that are currently competing against your home for the next buyer positioning you as the must-see, must-buy choice.

Strategy #2 Active Market Analysis

So [Their Name], traditional agents establish price based on stale data, using numbers that don't apply in today's market.

We use AMA... Active Market Analysis to set an initial asking price to position your property so that it outperforms all of the other active competition.

SLIDE 18

THE TRADITIONAL WAY
REAL ESTATE IS SOLD IS **BROKEN.**

OUR INNOVATIVE HOME-SELLING PROGRAM FIXES IT.

The traditional way real estate is bought is broken.

We know that the traditional way real estate is bought and sold is broken. Our innovative home-selling program fixes that...

SLIDE 19



Colorado's Most Innovative Home-Selling Program As I mentioned at the beginning, we are proud to be Colorado's Most Innovative Home-Selling Program...We have been featured on IHeartRadio, in the Denver Business Journal, the Wall Street Journal...I don't say this to impress you, I say this to impress upon you that who you are in business with matters...



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

HANDLING PRICING OBJECTIONS

Handling success pricing conversations and seller pricing objections is about providing data-driven insights and helping the seller make an informed decision about pricing their home.

If a seller provides you a pricing objection, start by showcasing comparable properties that didn't sell before moving to those that sold. This emphasizes the importance of pricing correctly from the beginning and highlights the risk of overpricing.

Never Provide Your Opinion: Focus on market data, trends, and facts rather than your personal opinion. This keeps the conversation objective and positions you as a professional interpreting the market rather than imposing a viewpoint.

OBJECTION

LET'S JUST TRY \$475,000 AND SEE WHAT HAPPENS.

(Their name), I completely understand your goal is to net the most money possible. But, if we increase the price 5% over market value, we are going to lose almost 30% of interested buyers. And I can't do my job if nobody comes to see the house! You do want to net the most money possible, correct?

(Yes)

Great, that's why we need to set a price that will cause it to sell! We need the other competing listings in the area to show the buyers that you are the best value to buy, and to list at market value, you will receive the highest price possible for your home.



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

OBJECTION

TWO OTHER AGENTS TOLD ME THEY WOULD HAVE NO PROBLEM SELLING IT AT MY PRICE.

(Their name), That's understandable, but are you familiar with the phrase, "buying the listing"?

(No)

Well, what that means is that an agent will tell you any price possible to get a signed listing agreement and then list your home at an above-market value and then beat you up week after week asking to lower the price. The problem with that is after the first couple of weeks, people viewing the home will think that with all the price reductions there's something wrong with the property. This means you are exposing yourself to even lower offers. You do want to net the most money possible, correct? Then, let's do the right thing and list it at \$450,000.

OBJECTION

MY NEIGHBOR, JUST DOWN THE STREET, SOLD THEIR HOUSE FOR \$475,000.

(Their name), that makes sense that your neighbor sold at \$475,000, and as you are aware, every property has different features and benefits. That particular property is actually 4,000 SQFT larger than yours, therefore commanding a higher price. Let's do the right thing and list it at \$450,000.



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

100% SATISFACTION GUARANTEE

(Their name) what separates me (and my team) from other realtors is that I offer a 100% Satisfaction Guarantee. What that means is that at any time, if you're not 100% satisfied with my level of service, or for any other reason whatsoever, you're able to cancel our agreement.

(Their name) I offer this because I built my entire business on integrity. Unlike other realtors who want to lock you into a 6-month or even a 1-year contract because they know that all they're going to do is put a sign in your yard and hope and pray that someone shows up to purchase your property. I am going to be working day and night to procure a buyer for your home and net you the highest price possible. All I need now is your signature for us to get started.

Slide the pen in front of them.

DELIVERING THE 100% SATISFACTION GUARANTEE

The 100% Satisfaction Guarantee is a key part of the SOLDin65 Onboarding Agreement. It's designed to give sellers complete confidence in moving forward. By assuring them they can cancel the agreement at any time if they're not fully satisfied (as long as the property isn't under contract), it removes hesitation and builds trust. This guarantee not only emphasizes a commitment to exceptional service but also helps the seller feel secure in signing the onboarding agreement, effectively securing them as your client.



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

We Want To Wait Until Spring.

(Their name), I understand you want to wait, but the problem is, so does your competition. So, come next spring we are going to have a flood of homes hitting the market and driving down prices, don't you want to get the most money possible for your home?

(Yes)

Great! I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?

We Want To Wait For The Market To Get Better.

(Their name), I have had several sellers tell me the same thing over a year ago, and now the market has dropped even further. Unfortunately, with the current lack of buyer demand, we have no indication it's going to get better anytime soon. So, I would like to come by and provide you with some information on how you can successfully move forward, at the very least. I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?

We Cannot Afford To Pay A Commission.

(Their name), I understand the numbers are tight but my goal is to make sure you net the most money possible; to make sure this happens you are going to need the best information available to make an educated decision. I will be in your neighborhood this afternoon to view the home and make sure I can help you. I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?

We Are Going To Stay With Our Agent.

(Their name), I can appreciate that you like your previous agent but the fact is they did not do the job you hired them to do. Seller's often share with me that their previous agent didn't have a great strategy. Our SOLDin65 program has identified 2 major issues with how traditional real estate has been sold, costing the sellers thousands of dollars! I will be in your neighborhood this afternoon and would like to stop by and view your home and explain this program that's helped hundreds of owners, just like you, get their homes sold. I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?

Why Should We Choose You?

(Their name), the question isn't why should you choose me, it's can you afford not to choose me?



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

I Have Never Seen Any Of Your Signs In Our Area

(Their name), I can appreciate you haven't seen any of my signs. That is because my listings sell so quickly, they aren't up for very long. But, to make sure I can sell your home, I would like to come by and view the property. I will be in your neighborhood this afternoon and I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?

We Want To Make A Low Ball Offer.

(Their name), before we make any offers let me contact the listing agent and see if they have any pending offers or have declined any yet.

So, (their name), I spoke to the other agent and they have already declined a bunch of offers. They are only interested in those close to full asking price.

We Are Looking For A Luxury Home Specialist, How Many Homes Over \$1M Have You Sold?

We sell a lot of homes in your neighborhood over \$1M, but to make sure I can sell your home I need to view your property. I will be in your neighborhood this afternoon and I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?

Where Were You When My House Was On The Market?

The problem is I never knew your house was on the market because your agent never called. I will make sure your home sells because I will actually call, email, and market to every agent, every buyer in your neighborhood and my entire database. You do want an aggressive agent, correct?

The Other Agent Is Cutting His/Her Commission, Will You?

(Their name), I can appreciate the other agent is willing to discount their commission, my concern with that is if they are so quick to discount their own value, what are they going to do when they receive an offer on your home? How strongly do you think they will represent you? Agents cut their commission when they fail to have a strategy to help you sell your house! Me and my team use Colorado's most innovative home selling program, SOLDin65, where we've identified 2 major issues with how traditional real estate has been sold, costing sellers thousands of dollars! I'd like to stop by, take a tour of your house and show you the program! I will be in your neighborhood this afternoon. I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

I Want To Sleep On It.

(Their name), I completely understand and that's why I offer a 100% Satisfaction Guarantee. If you feel at any time I am not the agent for the job we can tear up the agreement, no harm done. You do feel I can get the home sold, correct?

(Well, yes)

Great, because I know I can! Now, let's do the right thing and put me to work by signing this agreement.

We Want To List High And Come Down In Price Later.

(Their name), I can appreciate you want to list high, but unfortunately, we know that the most activity we will have on your home is in the first two weeks. Our SOLDin65 program has identified 2 major issues with how traditional real estate has been sold, costing the sellers thousands of dollars! I will be in your neighborhood this afternoon and would like to stop by and view your home and explain this program that's helped hundreds of owners, just like you, get their homes sold! You do want to net the most money possible, correct?

(Yes)

Great! Then let's do the right thing and list at \$ _____.

If I List My Next Home With You Will You Cut Your Commission?

(Their name), I am glad you asked, my fee to sell your house is 3.5% for the SOLDin65 program and I negotiate my fee with the listing agent and seller when I represent you on your purchase so I'll be working for you for free on your purchase!

You Are Too Busy... We Want Someone To Give Us The Attention We Deserve.

(Their name), the busier I am the bigger my database I have, which means the more signs I have on the street and the more calls I get from potential buyers. And, as I am sure you are aware most of those buyers don't end up buying the home they call on and will end up buying your home.



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

II Have Seen This Marketing Plan From Other Agents, What Makes Yours Different?

(Their name), are you familiar with the difference between passive and strategic marketing?

(No)

Really? Well, passive marketing is making a few pretty brochures, putting a sign in the front yard, and hoping/praying someone shows up to buy it! Our SOLDin65 program is Colorado's most innovative program and we've identified 2 major issues with how traditional real estate has been sold, costing the sellers thousands of dollars! I will be in your neighborhood this afternoon and would like to stop by and view your home and explain this innovative program that's helped hundreds of owners, just like you, get their homes sold in the shortest amount of time with the least amount of hassles! I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?

Why Is Your Suggested Listing Price So Much Lower Than Other Agents We Talked To?

(Their name), are you familiar with the term "buying the listing"? (No)

No?! Really!? What that means is another agent is going to tell you a much higher price to make you excited and make you want to list your home with them, then every week they are going to come back and beat you up for a price reduction to bring it back to market value. You do want to set a price that will cause your house to receive offers, don't you? I want you to see the auction affect for your house, rather than overpricing, and then cutting the price to find one buyer that will lowball your house right off the bat!

That is why it is vitally important to list the property at the current market value, not fantasy value.



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

We Aren't Quite Ready Yet; We Want To Finish A Couple Of Projects Around The House Before We Put It On The Market.

(Their name), that makes sense that you feel like you need to complete a few more projects to add more value. My concern is whatever you do, the potential buyers might not like it. So, my suggestions would be to get the property cleaned up, put it on the market, and offer a concession in lieu of any repairs and upgrades you were going to make to allow the buyers to make their own choices on finishes and design.

I Want To Find A House Before I Put Mine On The Market.

(Their name), I completely understand and of course, I don't want you to ever think you are going to be homeless. We have several options to make this transition as easy as possible for you:

1. When we find a buyer for your home we can request an extended closing date.
2. When we find a buyer for your home, we can have a standard closing date, and you can lease the property back from the buyers for (30/60/90+) days so you have enough time to find your replacement home.
3. We can speak to a lender about providing you a bridge loan or a line of credit so you can purchase your new home first, move into it, use that new loan to cover both properties, and then sell the previous home within 12 months.
4. When we sell your home and close on it, we can put your furniture into a storage pod, and I will help you secure a fully furnished property for (3/6/9) months so you can take as much time as you want to find the home of your dreams! All you will need is your toothbrush. Once we secure your new home, I will arrange delivery of your furniture.

We Still Need To Interview One More Agent.

(Their name), do you feel I can get your home sold? (Yeah, I guess?)

I know I can! So let's do the right thing and put me to work today. Sign here!

10 Other Agents From Your Office Have Called Today, I Wish You Would Just Lay Off!

Wow! Really?! So there are only 10 of us working today in the entire area? Well, the reason I am calling is I was absolutely shocked your property came off the market, do you still have interest in selling?



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

We Only Want To Give You This Listing For 30/60/90 Days.

(Their name), I completely understand and that's why I offer a 100% Satisfaction Guarantee. If you feel at any time I am not the agent for the job we can tear up the agreement, no harm done.

We Want To Try Selling It Ourselves.

(Their name), I completely understand you would like to try and sell the home on your own. But, your goal is to net \$ _____, correct? (Yes)

And wouldn't you agree that the more qualified buyers who see your home would cause it to have a higher price? (Yes)

Well, that is what I deliver. More qualified buyers to see your home so you can get the most money possible.

We Want To Try Selling It Ourselves. (FSBO)

(Their name), I completely understand that you would like to try and sell the home on your own. If I could come over today and meet with you for 15 minutes and explain how I can get you more money with you doing less work or no work at all, would that be something you are interested in? I will be in your neighborhood this afternoon and I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?

We Have A Good Friend In The Business.

(Their name), have you ever had to fire a family member? (No)

Well, (their name), I can tell you from other clients who have listed with me after the fact, it has ruined those relationships. Which is exactly why I offer a 100% Satisfaction Guarantee. If you feel at any time I am not the agent for the job we can tear up the agreement, no harm done.

We Have Never Heard Of Your Company.

(Their name) my company has sold a lot of homes in your neighborhood, and I am very confident I can get your home sold too. I will be in your neighborhood this afternoon and I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

Your Office Is Not Close To Our Home.

(Their name), did you walk into a real estate office when you bought your home? (No)

I think you would agree most people don't operate that way anymore. With our aggressive approach, we will be bringing the buyers to you! Isn't that what you want?

We Will List After The Holidays.

(Their name), were you aware that listing during the holidays is one of the best times to get your home sold?

(No)

Yeah, most people aren't! The reason is tons of sellers won't put their home on the market during that time. This means less competition and more buyers! You do want a serious buyer for your home, correct?

We Are Already Committed To Another Agent

Oh, and have you already signed a listing agreement? (No)

Great! That means you haven't made a terrible decision yet. You do want to net the most money possible for your home, right? (Yes)

Awesome! All I need is 15 minutes to show you exactly how I will do that. I will be in your neighborhood this afternoon and I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?

What Do You Do To Sell A Home?

(Their name) that is a fantastic question! I cannot wait to walk you through Colorado's most innovative program, SOLDin65! We've identified 2 major issues with how traditional real estate has been sold, costing sellers, just like you, thousands of dollars! I'd like to come tour your house, and explain our amazing program that's helped hundreds of families in the area sell for the most amount possible, with the least amount of hassles! I will be in your neighborhood this afternoon and I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

This Offer Is Too Low, We Want More Money.

(Their name), as I am sure you are aware, the buyers set the price for your home, not me or you. Right now the buyers are saying the market value for your home is \$_____. You do want to sell your home, correct?

(Yes)

Then let's do the right thing and accept this offer.

You Have Lowered Our Price 3 Times Already And It Still Has Not Sold, How Can You Ask Us To Drop Our Price Again?

(Their name), I completely understand your frustration, but unfortunately, the buyers set the market value for your home, not me. Right now buyers don't feel your home is a strong enough value compared to others that are going under contract. So, we can either wait and do nothing or adjust the price and get an offer so you can move forward to a successful closing.

I Am Not Going To Do Anything, It's As-Is. (Seller Inspection Objection)

(Their name), I completely understand you don't want to make any of the repairs or offer a concession. I think you can agree if we don't do anything the current buyers are going to terminate and we will need to start this whole process over again. New buyers could have even more concerns! You do want to get the home sold, correct?

(Yes)

Then let's do the right thing and sign the resolution

We Have A Unique Home, and the Buyer Just Hasn't Come Through Yet!

(Their name), you are correct. Your home is unique and because it is so unique it has limited the amount of interested buyers who want to make an offer on your property. To get past that we need to adjust the price to open it up to more interested buyers to move past the uniqueness and toward a successful closing.

I Need To Talk With My Spouse First.

(Their name), I completely understand you want to talk with your partner first. My schedule does fill up quickly, so to make sure I am available I will put you down for tomorrow at 1:00 and if you need to reschedule just call me back.



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

I Have To Keep My Promise To The Agent I Originally Bought The Home With.

(Their name), I can appreciate you like the agent who helped you buy your home, but the problem with that agent is he/she is a buyer's agent. I am a listing agent, all I do is list and find buyers for my client's homes. How can I get you the highest price possible for your home if I am out all day with buyers? I couldn't, right?

I Will Sell My Home When The Market Values Go Up.

(Their name), I completely understand. The problem with that is neither of us has a crystal ball so you could wait to see if values go up, but in fact, they could go the other way. You do want to net the most money possible, correct?

(Yes)

Great! Then let's do the right thing and list today.

We Want To Wait To Sell.

(Their name), let me ask you this, if it was the perfect situation when would you like to have your current home sold and when would you like to be in your new home? (As soon as possible)

Great! (Their name), so we have 2 things to consider:

1. We can't sell your home if you are not on the market.
2. And, if we wait, so will the competition, and when this all blows over there will be a flood of homes hitting the market driving prices down.

(Their name), you do want to net the most money possible for your home correct? (Yes)

Excellent! I will be in your neighborhood this afternoon at 4:00 ... or would tomorrow at 1:00 work better for you?

How Long Have You Been Selling Real Estate?

(Their name), I have been involved in real estate for the last (5/10/15) years and I am excited to share all of my knowledge with you during this process.



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

We Are Working With The Bank On A Loan Modification. (Pre- Foreclosure/NED)

(Their name), I completely understand you are working with the bank, all I want to do is be a backup option for you if things don't work out. I will be in your neighborhood this afternoon and I can stop by today at 4:00 ... or would tomorrow at 1:00 work better for you?

We Want To Wait To Buy.

(Their name), let me ask you this, if it was the perfect situation when would you like to purchase your new home?

(My lease ends in 2 months)

Great! (their name), so we have 2 things to consider:

1. Every day you don't own your own home you're making another owner richer.
2. Rates will not stay this low for very long.

(Their name), you do want to stop making someone else rich and lock in a historically low rate, correct?

(Yes)

Excellent! I have availability to meet with you and discuss the entire home-buying process today at 4:00 ... or would tomorrow at 1:00 work better for you?

I Want To Put 100 Items On The Inspection Objection.

(Their name), I completely understand you want to request everything on the inspection report, but traditionally we want to focus on items that are physically broken or a health and safety issue. Does that make sense?

Not Really Sure We Want To Make An Offer.

(Their name), I completely understand. The only thing we are going to do today is submit an offer and put an option on this home so you can wake up tomorrow and decide if you still want to move forward.



HOW TO ABSOLUTELY CRUSH ANY OBJECTION

I Don't Need A Buyer's Agent, I Want To Buy Directly From The Listing Agent.

(Their name), I can appreciate you think you will save on commission by going directly to the listing agent. The issue is the listing agent has their client's best interest in mind, not yours. You need someone with your best interest in mind to make sure you get the best deal possible.

I Don't Want To Break My Lease.

(Their name), I completely understand, but if I can negotiate the right deal that covers the cost of breaking your lease is that something you would be interested in, instead of making someone else rich?

What Is The List Price?

Let me check on that for you as I want to be sure it's not already under contract. Just in case we get disconnected, what is the best number to call you back on? (333-333-3333)

Great! And who am I speaking with? (Their name)

Well (their name), it is not under contract yet and currently listed at \$_____. I would be available to show you the home today at 4:00 ... or would tomorrow at 1:00 work better for you?



50 MOST COMMON OBJECTION HANDLERS

CLICK HERE OR SCAN THE QR CODE





METRICS TO DOMINATE: SCOREBOARDS + TRACKERS

DAILY ACCOUNTABILITY SCOREBOARD



[CLICK HERE](#)

WEEKLY ACCOUNTABILITY SCOREBOARD



[CLICK HERE](#)

LEAD GEN KPIS OF A LISTING BEAST



[CLICK HERE](#)

WHAT GETS TRACKED GETS MASTERED. EVERY TOP AGENT LOGS REPS. NOW YOU WILL TOO.

Your Name: _____

Today's Date: _____



DAILY SCOREBOARD

TODAY'S CONVERSATION GOAL	
---------------------------	--

Every conversation leads to your next opportunity. Write your Daily Conversation Goal in the box provided above. List your lead sources on the lines provided to the left. Put an 'X' through each number after every conversation. Track your daily totals in the section provided below and transfer them onto your Weekly Scoreboard and add them to your Listing BEAST Lead Generation KPI Tracker.

_____	1	2	3	4	5	6	7	8	9	10
_____	1	2	3	4	5	6	7	8	9	10
_____	1	2	3	4	5	6	7	8	9	10
_____	1	2	3	4	5	6	7	8	9	10
_____	1	2	3	4	5	6	7	8	9	10
_____	1	2	3	4	5	6	7	8	9	10
_____	1	2	3	4	5	6	7	8	9	10

TOTAL CONVERSATIONS	
APPOINTMENTS	
AGREEMENTS SIGNED	
CLOSED UNITS	
CLOSED GCI	

<input type="checkbox"/> I ADDED MY DAILY TOTALS TO MY LEAD GEN KPI TRACKER

You must comply with the Telephone Consumer Protection Act (TCPA) and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. For more information about the TCPA and DNC laws, contact your attorney to ensure your compliance.

Your Name: Rachel Rockstar

Today's Date: 3/9/25



DAILY SCOREBOARD

TODAY'S CONVERSATION GOAL	25
---------------------------	----

Every conversation leads to your next opportunity. Write your Daily Conversation Goal in the box provided above. List your lead sources on the lines provided to the left. Put an 'X' through each number after every conversation. Track your daily totals in the section provided below and transfer them onto your Weekly Scoreboard and add them to your Listing BEAST Lead Generation KPI Tracker.

Expired	1	2	3	4	5	6	7	8	9	10
Lead Follow-Up	1	2	3	4	5	6	7	8	9	10
Future Ambassadors	1	2	3	4	5	6	7	8	9	10
Ambasadors	1	2	3	4	5	6	7	8	9	10
	1	2	3	4	5	6	7	8	9	10
	1	2	3	4	5	6	7	8	9	10
	1	2	3	4	5	6	7	8	9	10

TOTAL CONVERSATIONS	27
APPOINTMENTS	2
AGREEMENTS SIGNED	1
CLOSED UNITS	1
CLOSED GCI	\$17,500

☒ I ADDED MY DAILY TOTALS TO MY LEAD GEN KPI TRACKER

You must comply with the Telephone Consumer Protection Act (TCPA) and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. For more information about the TCPA and DNC laws, contact your attorney to ensure your compliance.



Your Name: _____

WEEKLY SCOREBOARD

Add your Weekly Goals to the far right column. Add the Date under each Day of the Week. At the end of every day, write your daily numbers from your Daily Scoreboard in the corresponding boxes. At the end of the week, add your weekly numbers together and write the totals under the Week Total column.

	MON	TUES	WED	THURS	FRI	SAT	SUN	WEEK TOTAL	WEEK GOAL
DATE									
CONVERSATIONS									
APPOINTMENTS									
SIGNED AGREEMENTS									
CLOSED UNITS									
CLOSED GCI									



AI ROLE PLAY LAB: PRACTICE 24/7 WITH THE BEST PARTNER

SHARPEN YOUR SCRIPTS. CLOSE MORE LISTINGS.

Still “Winging It” on Listing Appointments?

If you’ve ever thought...

- “I crush it with people I know... but freeze with strangers.”
- “I’ve done okay so far—I must be saying the right things.”
- “I don’t have time to role-play. I need to do real work.”

You’re not alone. But let’s be clear:

If you’re not practicing, you’re just hoping.

And hope is not a listing strategy.

WHY MOST AGENTS AVOID ROLE-PLAY

(It’s Not Laziness. It’s Psychology.)

1. Fear of Looking Stupid

You’d rather risk a real conversation than sound dumb in front of a colleague.

2. Perfectionism Paralysis

You want to “get it perfect” before saying it out loud. Spoiler: That’s backwards.

3. False Confidence

You’ve done it once or twice. You think you’ve got it. But can you recover when a seller says, “Why should I hire you?” with their arms crossed?

4. It Feels Awkward

Growth always is. So was your first cold call.

5. “It’s Not Money-Making”

Neither is lifting weights. Until the championship game.



AI ROLE PLAY LAB: PRACTICE 24/7 WITH THE BEST PARTNER

SCRIPT MASTERY CHECKLIST

Use this checklist 3× a week for 30 days and track your improvement. Every rep = more income, more confidence, more closings.

TASK	WHY IT MATTERS
<input type="checkbox"/> Do what the pros do	Top agents don't wing it. They practice like professionals. Be intentional about daily refinement
<input type="checkbox"/> Role Play like your business depends on it	Role play creates muscle memory so you're ready under pressure. Set a daily time and partner.
<input type="checkbox"/> Know what to say AND how to say it	Scripts are only 50% words. The other 50%? Tone, pacing, and confidence. Master both.
<input type="checkbox"/> Write it down	Physically writing scripts or objection handlers locks them into your brain faster.
<input type="checkbox"/> Record yourself & listen back	You can't fix what you don't hear. Find your weak spots and sharpen them.
<input type="checkbox"/> End every practice in success	The brain remembers how you finish. Always wrap practice with a confident close.

HOW TO TRAIN WITH AI



CLICK HERE

You already know role-playing works. You just haven't had a way to do it that's fast, private, and pressure-free. That's where AI comes in. With ChatGPT, you don't need a partner. You don't need a script-perfect memory. And you definitely don't need to feel awkward. You don't have to feel ready. You just have to start.

Instead, you get:

- Instant feedback
- Realistic seller scenarios
- Objections on demand
- Unlimited reps, 24/7



AI ROLE PLAY LAB: PRACTICE 24/7 WITH THE BEST PARTNER

BONUS CHATGPT PROMPTS (COPY + PASTE)

Use these to simulate real listing conversations and sharpen your skills under pressure.

PROMPT #1: THE SKEPTICAL EXPIRED

"Pretend you're a seller who just had your home come off the market. Be skeptical, short, and a little annoyed. I'm going to call as an agent using my Expired Script."

Use this to:

- Practice tone, pacing, and emotional control
- Handle "We're just going to stay put" or "We didn't like Realtors" objections
- Recover when they want nothing to do with you

PROMPT #2: THE FRIENDLY FSBO WHO TURNS COLD

"Act like a FSBO who seems friendly at first, but the moment I ask about listing, you get cold and say you're just trying to save money. I'll respond using my FSBO script."

Use this to:

- Practice your pivot from rapport to value
- Handle commission objections smoothly
- Rebuild trust after tension spikes

PROMPT #3: THE "FRIEND IN THE BUSINESS" LANDMINE

"Pretend you're a homeowner who says you already have a friend in the business. Be polite, but firm. I'm going to role-play my response using an objection handler."

Use this to:

- Test multiple approaches (curiosity-based, value-based, humor, etc.)
- Practice disarming loyalty objections without being pushy
- Build your own objection-response variations

PROMPT #4: THE "WE'RE WAITING UNTIL SPRING" STALL

"Act like a homeowner who says, 'We're planning to wait until spring to sell.' Be calm but disinterested, and give minimal answers unless I ask good follow-up questions. I'm going to practice handling the timing objection."

Use this to:


- Sharpen your curiosity-based questions
- Practice shifting urgency without pressure
- Train your ears to catch motivation hiding under the surface



AI ROLE PLAY LAB: PRACTICE 24/7 WITH THE BEST PARTNER

6-DAY ROLE PLAY CHALLENGE

Just 10 minutes a day. Real growth. Zero awkwardness.

DAY	FOCUS	WHY IT'S IMPORTANT
<input type="checkbox"/> 1	JUST SOLD SCRIPT	Trains you to turn a win into more listings by using urgency and social proof. It's the easiest lead-in to a referral or CMA convo.
<input type="checkbox"/> 2	JUST LISTED SCRIPT	Builds a seller pipeline while you're active in the market. Shows nearby sellers you're the agent moving homes.
<input type="checkbox"/> 3	LISTING PRESENTATION 	This is your Super Bowl moment. If you can't nail your delivery, you'll lose to agents with less experience but more confidence.
<input type="checkbox"/> 4	PRICE REDUCTION CONVERSATION	Where most agents stumble. They're afraid to have this conversation because they're unprepared and don't have a pricing strategy they believe in.
<input type="checkbox"/> 5	WILL YOU REDUCE YOUR COMMISSION?	If you fold here, you lose profit and authority. This objection is common—your response has to be bulletproof.
<input type="checkbox"/> 6	WE NEED TO SLEEP ON IT.	Handling last minute objections is key! This is where you either fumble the conversation or secure the listing.

BONUS

LISTING PRESENTATION ROLE PLAY TRACKER

As a bonus, we're giving you exclusive access to the same tool we use inside Listing BEAST to sharpen your presentation and measure real progress.

Use it to:

- Track 10 full listing presentation role plays
- Score your delivery (confidence, clarity, control)
- Identify weak spots before you get in front of a seller



CLICK HERE



THE 14-DAY **BEAST MODE** ACCOUNTABILITY CHALLENGE

YOUR SCRIPTS ARE LOCKED IN. NOW IT'S TIME TO EXECUTE.

You've practiced the scripts. You've drilled the objections. You've got ChatGPT, a listing tracker, and your confidence is climbing.

Now it's time to take real action—and hold yourself to it.

YOUR MISSION

Over the next 14 days...

- ✓ Make conversations happen
- ✓ Log them using your Weekly Accountability Scoreboard
- ✓ Share your progress in the group
- ✓ Grow faster than you thought possible

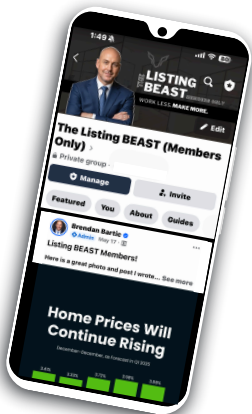
HOW TO PARTICIPATE

Download and print the Weekly Accountability Scoreboard and Track.

Post Your Scoreboard in the Listing BEAST Inner Circle Facebook Group

1. 📷 Snap a photo or screenshot
2. 📍 Post in The Pulse Power Agent Facebook Group
3. 🏷️ Use the hashtag #weeklyscoreboard
4. Repeat Weekly for 2 Weeks

THAT'S IT. TWO SCOREBOARDS. TWO POSTS. MASSIVE MOMENTUM.



**JOIN THE LISTING BEAST
INNER CIRCLE
FACEBOOK GROUP**



CLICK HERE