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# **Scripts About Your Fee / Value Proposition**

**January 11, 2024**

# Scripts About Your Fee / Value Proposition

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- **Why should someone hire you?**
- **Why are you worth the fee you are asking?**

# **Will you be able to accomplish what is most important to them?**

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- **Do you know what is most important to them?**
- **Can they trust you to get the job done?**

# 30 Second Commercial: Pain Statement

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Clients come to us for a variety of reasons, but most often they come because:

- They are frustrated by the challenging real estate market
- They are concerned they may leave hard earned dollars on the table
- They are overwhelmed by the entire real estate sales process
- They are upset that their previous Realtor did not make them a priority
- They are afraid / terrified they will make a big mistake
- They are worried that not all Realtors understand how to sell a high-end home or a vintage home
- They are concerned about not maximizing the money they receive in a very challenging market
- They are pressured to sell quickly, and they want someone who understands what needs to be done so they do not get trapped
- First- time home buyers come to us because they are overwhelmed by the entire home buying process
- They doubt they will find someone they can trust

# Pain Words



Words to use when talking to a prospect to uncover their emotional pain.

Aggravated

Aggrieved

Alarmed

Angry

Annoyed

Anxious

Baffled

Betrayed

Bewildered

Boiling

Burdened

Burned

Confused

Crushed

Despairing

Desperate

Destroyed

Disgusted

Distraught

Distressed

Disturbed

Duped

Enraged

Exasperated

Fearful

Fed up

Freaked out

Flustered

Frantic

Frightened

Frosted

Frozen

Frustrated

Furious

Guilty

Helpless

Horrified

Hot

Hurt

Indecisive

Ineffective

Inept

Intimidated

Irritated

Isolated

Lost

Miserable

Mixed up

Muddled

Nervous

Outraged

Overwhelmed

Powerless

Pressured

Put out

Put upon

Roiled

Sad

Scared

Shocked

Spiteful

Stunned

Terrible

Terrified

Thwarted

Tired

Trapped

Trouble

Unable

Unclear

Unhappy

Unsure

Vulnerable

Weak

Worried

# What are you going to do for a seller?

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1. Stay focused on satisfying your needs.
2. Respect your time, needs and finances.
3. Communicate openly and frequently.
4. Represent your best interest in any and all negotiations.
5. Put your interest above all others, including my own.
6. Provide continuous comprehensive market information and recommend the best pricing strategy.
7. Help prepare your home for effective staging and showing.
8. Market and promote your home in a professional manner. (Review plan)
9. Proactively solicit multiple offers.
10. Withhold any confidential information that will affect the sale of your home.
11. Respond to and resolve all issues quickly and timely.
12. Follow up with other agents who show your home.
13. Provide post-closing information and consulting services, and assist you with all future real estate needs.

# What are you going to do for a buyer?

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1. Respect your time, needs and finances.
2. Communicate with you openly and frequently.
3. Represent your best interest in any and all negotiations.
4. Develop and implement a complete negotiation strategy.
5. Consult you throughout the buying process to reach an informed, intelligent decision based upon your needs.
6. Provide comprehensive showing packages and recommend the best pricing strategy.
7. Schedule all home showings.
8. Show you only the homes that meet your criteria.
9. Assist you with the scheduling of inspections, closing and document review.
10. Respond to and resolve all issues quickly and timely.
11. Provide you with post-closing information and consulting services, and assist you with all future real estate needs.

# What are some measuring sticks?

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- Google reviews
- List to sales price received compared to the market
- Time under contract compared to the market or what they need/want
- Are you a market expert?
- Are you a property type expert?
- Are you an expert negotiating?





# 2023 RE/MAX vs. THE INDUSTRY

More buyers and sellers think of RE/MAX than any other real estate brand.



Unstoppable Starts Here <sup>SM</sup>

U.S. BRAND AWARENESS (UNAIDED)*	
RE/MAX	34.0%
Century 21	25.3%
Coldwell Banker	16.3%
Keller Williams	12.7%
Berkshire Hathaway HomeServices	6.0%
Sotheby's	2.3%
ERA	2.1%
Weichert	1.9%
Better Homes & Gardens	1.7%
Compass	1.2%
eXp	0.9%
HomeSmart	0.5%
Realty ONE Group	0.3%
Realty Executives	0.1%

\*Source: MMR Strategy Group study of unaided brand awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23\_368

# 2023 RE/MAX vs. THE INDUSTRY



Productivity means more RE/MAX property signs and more times at the closing table.

Unstoppable Starts Here <sup>SM</sup>

TRANSACTION SIDES PER U.S. AGENT <sup>1</sup>	
<b>RE/MAX</b>	<b>13.3</b>
Realty Executives	8.9
Compass	7.4
ERA	6.9
Weichert	6.7
Coldwell Banker	6.4
Century 21	6.2
Keller Williams	6.2
Berkshire Hathaway HomeServices	6.1
Better Homes & Gardens	5.9
Sotheby's	5.9
Realty ONE Group	5.5
eXp	5.4
HomeSmart	3.3

<sup>1</sup>U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It also cites 2022 transaction sides and agent counts, some of which it estimates when company elected not to provide. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23\_368



# Higher Volume By Far

RE/MAX agents averaged 67% more sales volume than the average for competitors.



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\*Based on 2023 RealTrends 500 data, citing 2022 transaction sides for the 1,561 largest participating U.S. brokerages, excluding 42 who did not report active licensees. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23\_332

# Dominant Productivity

Top 100 Brokerages  
When Ranked By  
Most Transaction  
Sides Per Agent



RE/MAX<sup>®</sup>  
**86**  
of the top 100  
brokerages

- ..... Better Homes and Gardens - 1
- ..... ERA - 1
- ..... Century 21 - 1
- ..... Coldwell Banker - 1
- ..... Berkshire Hathaway HS - 2
- ..... Keller Williams - 4
- ..... Non-Franchise - 4



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\*Based on 2023 RealTrends 500 data, citing 2022 transaction sides for the 1,561 largest participating U.S. brokerages, excluding 42 who did not report active licensees. Rank 1,561 of the largest brokerages by sides per agent, and what do you find? That the most productive agents are with RE/MAX.\* Out of the top 100 brokerages ranked this way, 86 are RE/MAX firms. Their agents averaged 23.7 home sales in 2022. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23\_332



# WHAT'S HAPPENING IN 2023

# 4.6 BILLION TOTAL MEDIA IMPRESSIONS

## BALLOON



**75M** Total Impressions  
**1,500** Balloon Appearances

## CLICKS



**8.4M** Total Clicks

## LEADS

**450K** Unique Leads

## PUBLIC RELATIONS

**115K** Media Mentions

**250+** Regional PR Placements

**60+** Press Releases Created and Distributed

**20K+** Press Release Pickups on Web and Social Media

## PUBLIC RELATIONS REPORTS

- Future of Real Estate
- RE/MAX National Housing Report
- Industry Survey Results

## RE/MAX NEWS



**1M+** Pageviews

**180+** Total Articles

**50+** Consumer-Facing Articles

## SPONSORED CONTENT

**15+** Sponsored content articles in industry publications

**3.5M+** Email Impressions from sponsored content

## OUT OF HOME



**1.69B** Total Impressions  
**11,656** Total Signs

Billboards, digital boards, transit shelters, train stations, bus signage, taxi tops and so much more.

## DIGITAL VIDEO



**413M** Total Impressions National & Local

## TV/CABLE



**441M** Total Impressions National & Local  
**8,511** Total Spots

## AUDIO

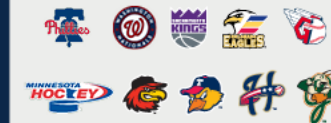
**86M** Total Impressions National & Local • Radio & Streaming

## PRINT



**5.3M** Total Impressions  
**16** Print Ads

## SPORTS PARTNERSHIPS



**149M** Total Impressions  
**17** Signage in Venues

## SOCIAL



**1.3B** Total Impressions National & Local

## APP DOWNLOADS



**80K** Total App Downloads from paid media

## COMMUNITY



Since 1992, RE/MAX® Associates have donated nearly \$200 million to Children's Miracle Network Hospitals in the US and Canada

## WHAT'S NEXT



- Disney+
- YouTube TV
- Hot on Hulu

KEEPIN' IT REAL with Nick Bailey

**2.5M** Email Impressions with Inman from Four Quarterly Episodes of Keepin' it Real with Nick Bailey

Satellite/Radio Media Tour

SWNS Consumer Insights Survey

Controlled PR Tactics to Increase Share of Voice

# RE/MAX Right Choice

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- #1 Company in CT in transactions per agent for 11 consecutive years
- 36 plus years as a market leader

# I am in control of your property

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- At RE/MAX Right Choice every call that comes in on your property, or every lead from the internet goes to me, your listing agent, because I am the one who knows your property best and I am the one you hired. At almost, every other firm the 'floor time' agent handles the call, or the lead, and in many cases they have never seen your property and certainly do not have the in-depth knowledge of your property that I do.

# Our team handles it all at a high level

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- New Construction
- Land
- Development sites
- Commercial properties
- Sale transactions
- Leasing
- Every major property type
- Every type of residential sale



# Concluding Thoughts



***You don't have to be great to start,  
but you have to start to be great.***

**Joe Sabah**

SUCCESS IS A JOURNEY,  
NOT A DESTINATION

