



Jeff's Personal Scripts

2020 EDITION



MEET JEFF GLOVER

Jeff Glover started his career in retail sales at the young age of 16.

After becoming a Top 150 Salesperson for Circuit City nation-wide and later Art Van Furniture, at the age of 19, Jeff decided to enter the Real Estate field. With a strong focus on mastering the art of prospecting and presenting, Jeff quickly became the top agent in his office. After selling 30 homes in his first year in the business, he was sought out by one of the largest franchises in Michigan to manage one of their offices. After becoming the top recruiter two years in a row in that office, the 17 office firm with over 600 agents, promoted Jeff to their Director of Training and Recruiting. After a few years in that role, in 2009, Jeff started Jeff Glover & Associates, Realtors. That team is now composed of 25 agents selling over 1,000 homes a year and is the #1 home selling team in Michigan and top 25 in the nation. Jeff is also the Operating Partner of multiple Keller Williams Realty offices and in total, has just over 500 agents in his brokerages. Jeff is known industry-wide as a top sales trainer and professional speaker. His coaching and training organization, Glover U, hosts over 50 events per year and has over 25,000 attendees annually. Jeff not only talks the talk, he also walks it, at an average of 110 closings per year for himself personally in the last decade. In addition to selling Real Estate, Jeff enjoys participating in and giving back within his non-profit foundation, Glover's Heroes, where their mission is to help local heroes in the communities they serve.





Glover U Scripts- Center of Influence and Past Client - I have a Goal Script

1. Hi, this is your Realtor _____ ... do you have a minute for me?
2. I have a goal to help _____ families in the next 90 days buy or sell a home here in _____ (city/town) and I was wondering who do you know that I could help?
3. Can you think of anyone ... in your (church group, family, neighborhood, or office) ... that may need my services at this time?

If yes...

4. Would you mind if I gave them a call?
5. By the way ... when do you plan on moving?

If no...

4. I appreciate you taking the time to think about it...tell me...when do you plan on moving?
5. Thank you again for taking my call and I appreciate you keeping me in mind when you think Real Estate!

**"YOU ARE THE PRODUCT OF THE 5 PEOPLE
YOU SPEND THE MOST TIME WITH"**

Who's in your Circle?



**GLOVER U
INNER CIRCLE**



Expired Script

Hi, this is _____ with _____ ... The reason for my call is two-fold...one...to be sure you know that your home is no longer listed for sale?...and...two...to see what your plans are for the property?

- 1. Had the home sold ... where were you moving to? What takes you there?*
- 2. How soon did you want to be there?*
- 3. (Name) ... what do you think stopped your home from selling?*
- 4. How did you happen to pick the last agent you listed with?*
- 5. What did that agent do ... that you liked best?*
- 6. What do you feel they should have done?*
- 7. What will you expect from the next agent you choose?*
- 8. I would like to apply for the job of selling your home ... are you familiar with the techniques we use to sell over 1000 homes a year?*
- 9. When would be the best time to show you ... Monday or Tuesday at 4:00?*



For Sale By Owner Script (FSBO)

Hi, I'm calling about the home for sale ... is this the owner? The reason for my call is two-fold...one to see if you are co-opting with Real Estate agents that bring you buyers...are you? And, two because we know... that studies tell us... if you are not successful as a FSBO then you'll be hiring an agent...So my question is...what are your plans if you can't get it sold on your own? How long do you plan on trying it on your own?... Great! And, when the home does sell ...

- 1. Where are you moving to?*
- 2. How soon would you like to be there? What takes you there?*
- 3. What methods are you using for marketing your home?*
- 4. How did you determine your sales price?*
- 5. Are you prepared to adjust your price down when working with a buyer?*
- 6. Why did you decide to sell yourself ... rather than list with a real estate agent?*
- 7. If you were to list ... which agent would you list with?*
- 8. How did you happen to pick that agent?*
- 9. If you were to list ... what would you expect the agent to do ... to ... sell your home?*
- 10. How much time will you take ... before you will consider ... interviewing the right agent for the job of selling your home?*
- 11. What has to happen ... before you will consider ... hiring an agent?*

12. *Are you familiar with the techniques we use to sell homes?*

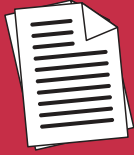
13. *What would be the best time to show you ... Monday or Tuesday at 4:00?*

****When speaking with FSBO's always remember that the value is not just in finding a buyer but in getting the sale to the closing table, something that you do everyday and they do not. ****

TRANSACTION BASED

VERSUS

Relationship Based



Purely focused on the numbers

Only care about the contacts made, appointments set and contracts signed

Provide updates as it relates to the transaction (and usually only when the client requests it)

Believe their role with a customer is to simply sell their home or help them buy a new home

No concept of customer service and nothing is implemented in the business related to it

Views an upset or unhappy client as a distraction from their next transaction

See the closing date as the end of the relationship

Doesn't have much of a database because what is there to track when the deal is done?

Clients = Commission Checks



Purely focused on the person/people they are doing business with

Cares about the connections made and whether they are meaningful or not

Checks in with the client during the transaction and provides solutions to issues or problems before they exist

Believer their role is to bridge the gap between where they are and where they want to go

Has an experience plan and always has the customer on the forefront of how they act and what is provided

Views an unhappy client as a chance to mend a relationship or go above and beyond for a client

Sees the end of the transaction as a start of a long-standing relationship

Sees the end of the transaction as a start of a long-standing relationship

Clients = Advocacy



Listing Presentation Script

(Name) at the end of our meeting today ... one ... of three things will happen ...

- *#1 ... You'll have the opportunity to ... list your home with me ... or ...*
- *#2 ... You'll decide not to ... list your home with me ... or*
- *#3 ... If for any reason I feel that I cannot get you what you want in the time you want, I may decide not to take your listing ... and any one of the three is fine ...fair enough?*
- *Let's take a minute to review the questions I asked you over the phone ...*
 - a. *You said you were moving to _____ right?*
 - b. *You said you were moving because _____?*
 - c. *You said you had to be there by _____ ... correct?*
 - d. *You would like to price your home at _____ ... right?*
 - e. *And ... you said you owe _____ ... is that right?*
- *Now ... there are only two issues we have to look at tonight ... number one ... the timing to ... sell this home ... and ... number two ... the price we set on your home ...*
- *I've prepared what we call a Comparative Market Analysis ... There are two parts to this research ... Part one is the active listings ... what homeowners list homes*

for ... part two ... we call ... reality ... what real estate agents, like myself, list and sell homes for.

- *The purpose of the Comparative Market Analysis...is to determine the value of your home...in the eyes of a buyer... Do you know how buyers determine value? Buyers determine value by comparison shopping. They look at the price of your home based on its features and benefits, and compare it with the features and benefits of similar homes that have sold recently or are currently on the market. Does that make sense?*

- *For example ... if you were going to purchase a new SUV ... and one dealership had the car you wanted for \$50,000 ... and another dealership had the same car for \$50,000 ... but ... it had Heated Seats and In-Dash Navigation ... Which car would be more valuable? ... why?*

- *What if the first dealership ... put the car with NO Heated Seats and In-Dash Navigation... on sale for \$40,000 ... Which would be a better value then? ... why?*

- *So ... you can see ... if you want to increase value:*
 - a. *Lower the price ... or ...*
 - b. *Have more features and benefits ... for the same price ... Does that make sense?*

- *So ... unless you are planning to add more features and benefits to your home ... Are you? ... price is the only left to look at ... Can I show you what I mean?*
 - a. *This home is just like yours ...*
 - b. *How many bedrooms?*

- c. *How many baths?*
- d. *How many square feet?*
- e. *Do you know this neighborhood?*
- f. *Have you seen this house?*

(Based on the features and benefits of the home tell them)

- i. *Your house is a better value*
- ii. *This house is a little better value than yours*
- iii. *This house is very close to yours*

(Justify why you said that by comparing their features and benefits)

- a. *What price are they asking?*
- b. *Look how long it's been on the market?*
- *Now that you have seen the comparables, what price do you feel we should use ... to create value in the eyes of the buyer ... and get someone to decide to buy your home versus the competition?*
- *I'm going to recommend a price of \$_____ ... will you (name) ... list your home with me ... for that price tonight?*
- *Great lets go ahead and get started, shall we!?*

If/When they ask what you do to sell homes, you then go into your Step-by-Step Listing Plan of Action. Also, if they give an objection on the price, refer to the Pricing Presentation script.

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Just Listed/Just Sold Script AKA Circle Prospecting

Hi, my name is _____ with _____. I/we just listed/sold a home for sale over on _____ ... it has/had 4 bedrooms and 2 1/2 baths ... and it's listed/sold at \$ 249,900 ... And we know that when one home lists/sells...usually one or more go up right away...so I was wondering ...

- 1. Who do you know that would like to move into our neighborhood?*
- 2. Can you think of a neighbor, relative or friend that may be interested in making a move right now?*
- 3. I appreciate you taking the time to think about it ... tell me ... when do you plan on moving?*
- 4. How long have you lived here?*
- 5. Where did you move from?*
- 6. How did you happen to pick this neighborhood?*
- 7. If you were to move ... where would you move to?*
- 8. And when would that be?*
- 9. Again, I appreciate your time and if you would like I can keep you on my list to receive market updates from time to time when a home is listed or sold in the neighborhood, would you like that? Great, your email is?*

Please make sure to abide by all state, local, Do Not Call and Telephone Consumer Protection Act laws.



Pricing Presentation Script

(Name) What price do you absolutely have to have? _____

Based on that . . . there are a couple of real important questions I need to ask you . . .

Mr. Seller . . . It's important to me . . . that we can justify the highest dollar amount for your property . . . because . . . the more we sell your home for . . . the greater the chance I have of receiving referrals from you and your family . . . and . . . the higher we can sell your home for the better chance I have of doing business with your neighbors . . . So . . . if it's ok with you . . . what I'd like to do is come up with a list of reasons why your home holds more value in the eyes of a buyer, fair enough? (Write down reasons their home is "better")

Mr. Seller . . . in today's market place . . . much of this means you've simply brought your home up to selling standard.

All homes need _____ (working roof, furnace, kitchen) . . . right?

Let me ask you a question . . . If a buyer wants to buy your home . . . but . . . they plan to get rid of _____ . . . the moment they buy your home . . . how much is it worth then? Exactly!

Did you add that to your home for the next buyer . . . or . . . for your own enjoyment?

If you were purchasing a home . . . and two similar homes were for sale . . . one for _____ . . . and one for _____ . . . which would you buy? . . . Why?

Wouldn't you want to use the extra _____ to do what you wanted to the home?

Don't you think most buyers would feel just like you? Of course they would.

That's why. . . I'm going to recommend . . . a price of _____ . . . based on what we know . . . are you comfortable listing with me for that price tonight?

IF they agree to the price;

Mr. Seller . . . I feel very confident in the price of _____ that we set on your home tonight . . . It's important that you understand that we won't actually know the true market value until we put it out there (PUSH CMA FORWARD ON TABLE) & see how the buyers respond . . . What I mean is . . . if we have a lot of showings in the first two weeks & no offers we're in the ball park . . . which means we may need a slight reduction in price . . . & after two weeks we have little to no showings we priced it too high . . . & the difference between me & most other agents is that I have the courage to tell you that I'm wrong & that we made a mistake . . . versus another agent who'll leave it on the market without communicating the truth to you . . . now . . . would you rather have an agent that has the courage to tell you the truth . . . or an agent that just tells you what you want to hear?

Great, then let's go ahead and get started!

IF they agree to signing;

Mr. Seller . . . It's important that you know prices are fluid & they can go up or down daily . . . Do you know why that happens?

Prices go up & down because of the price our competition lists their homes at . . . Prices also fluctuate because of what homes actually sell for.

There are homes being listed and sold every day and this can affect the market value of your home very quickly . . . A simple example of this is if a similar home in your neighborhood lists or sells for \$15,000 less than your home, this could cause the current market value of your home to drop . . . Does that make sense?

****Remember if you end up listing at a price that was NOT your price, be sure to show your confidence in their home and that price and prepare them for a review after 14 days on the market****

3 KEYS TO SUCCESS IN 2020 WITH JEFF

TIME

If you control your morning, you will control the day. Consistent start times will bring you consistent income; just as inconsistent activities will bring inconsistent results. Accountability is key -- who is holding you to your goals? The difference between the best and the rest is how they manage their time - especially the morning.

SKILLS

Nothing else matters if you don't have the ability to win the listing/buyer as a skilled sales person. Know your presentation, and script to everything they ask you. Agents get hired based on how comfortable and confident the client is with YOU and your ability. What level of commitment do you have to improving your sales skills?

EXPOSURE

What people and ideas are you exposing yourself to? Are you raising your skills, mindset and leadership? If you are the smartest person in the room; you are in the wrong room.



Common Seller Objections Handled

“We want to only give you a 30/60 day listing.”

I'm sorry ... I can't do that ... 4 months is our company policy ... It takes that long in some cases just to get a transaction to a closing table, make sense?

“We were thinking about (X) company or we've never heard of your company.”

I can understand your concern ... and I think you realize a company doesn't sell a home ... it's the individual agent's and/or their team's activities ...

Let me ask you...Do you feel I can sell your home?

There's a reason why some agents sell more homes than others...And you'd be surprised to know that not a single agent or team in the state of Michigan sold more homes than we did last year!

“We'll save the commission by selling it ourselves.”

I agree you can save the commission by selling it yourself ... are you aware that today over 15,000 homes are for sale in South East Michigan ... last month only 9000 actually sold... so what makes you think buyers will find out about your home before the others that are listed with Full-Service brokerages?

And what's worse ... is the fact that only 2% of all For Sale By Owners sell themselves ... and 98% are listed and sold by real estate agents ... Can you afford to have only a 2% chance of selling your home?

Let's do the right thing and simply put me to work for you today!

"Let's list high, we can always come down later."

I understand you want to list high ... to leave room for negotiating ... and have you considered the problem that creates for you?

Most people won't even bother looking at properties that are priced too high ... would you rather have a bidding war on your home ... or not have an opportunity to negotiate any offers at all?

You'd be surprised by how many of our listings actually sell for OVER the list price, would you like to see them?

"We want to think it over"

That's great ... and since three minds are better than two ... let's think out loud ... together ... tell me ... what is it that is stopping you from putting me to work for you today?

"We want to sleep on it. "

You're right ... this is a big decision ... isn't it? Yet ... the decision must be made based upon what you want ... correct?

Let's do this ... sign the contract tonight ... contingent upon your approval within 24 hours ... that way we both win ... can I tell you how?

You have 24 hours with no pressure ... so you can ... feel comfortable ... and sleep on it tonight ... then I'll call you in the morning ... and you simply ... tell me yes ... or no. If you say no ... I'll rip up the contract ... and you have no obligation ... if you ... say yes ... I'll begin marketing your property immediately ... either way ...

All we need to do now is simply get started on the paperwork!

"I have a friend in the business. "

I can appreciate that ... and almost everyone does ... so let me ask you ... do you absolutely have to ... sell this home ... or ... are you just looking to do your friend a favor?

Obviously ... you had me out for a reason ... right?

Do you feel I can sell your home?

How would it affect your relationship if you had to fire your friend/relative/neighbor?

Exactly, so let's go ahead and get started because you can fire me at any time if I don't perform!

"Another agent said they could get me more money."

I can appreciate that ... and what you probably don't realize is this ... An agent that will ... list your property ... overpriced ... assumes they can take the listing now ... and then start beating you up on the price ... week after week after week after week ... is that what you want ... Who would!

They're afraid to tell you the truth ... up front ... (Name) ... do you want the truth? Of course you do?

Let's do the right thing ... and simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

“You haven’t sold any homes in my area.”

That’s a valid concern ... the obvious reason you’ll ... choose me now ... is that my company has homes for sale all over the community ...

Meaning ... when you ... sign the contract tonight ... we can expose your property to potential buyers from all over the state ... do you realize how important that kind of exposure is?

Now ... isn’t that what you want ... of course it is ...

Therefore ... all we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won’t that be great?

Sign the contract.

“What do you do to sell homes “

That’s a valid concern ... and let me ask you ... are you aware ... that there are two kinds of real estate agents?

There are passive and active ... I am an active agent ... meaning ... when you ... sign the contract tonight ... I will spend . my time actively marketing your home to the public... and ... to the other active agents in town ... isn’t that what you want?

You want someone ... who will work actively ... and aggressively ... to get your home sold ... right?

Let me walk you through our entire plan of action so you can see why more Michigan sellers chose us over any other company.

“We want you to cut your commission.”

Sorry, we charge everyone the same. How would you feel if we offered your neighbor a discount and not you? Exactly...ready to get started?

“The other agent said he/she would.”

I can appreciate that ... can I tell you why that makes me nervous?

If other agents do not have the courage ... to stand up to you ... regarding their own worth ... how strong could they possibly be ... defending you ... and the price we set for your home ... _____ I have that courage ... do you feel I can sell your home?

Great then let's go ahead and put me to work for you today!



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Seller Pre-Qualifying Script

Before I come out... there are a few questions I need to ask you... OK?

1. If what I say makes sense ... and you feel absolutely comfortable and confident that I can...sell your home...are you planning to get started with me when I come out on _____?
2. Are you looking to interview more than one agent for the job of selling your home?
3. Tell me again...where are you moving to? What takes you there? (Remember the WHY is more important than where)
4. How soon do you have to be there? What's important about meeting that timeline?
5. When I see you...How much do you want to list your home for?
 - a. As a professional Real Estate agent, I study homes and prices everyday...therefore I assume you'll list with me...at a price that will cause your home to sell...correct?
6. How much do you owe on the property?
7. Have you ever thought about selling it yourself?
8. Would you please describe the home for me? (Listen for their personality style, keep them talking)
9. I'll be sending over a package of information....will you take a few moments and review it?
10. Finally, will all the decision makers be there?
11. Do you have any questions before I arrive?
12. So you know... our meeting should only take between fifteen and thirty minutes...is that OK? I'll look forward to seeing you on _____ at _____.

“WE ARE THE ONLY COACHING AND TRAINING ORGANIZATION WHERE THE HEAD COACH HAS NOT ONLY "DONE IT" BUT IS ON THE GROUND WITH HIS AGENTS DOING IT EVERY SINGLE DAY.”

-J.GLOVER

GLOVER COACHING PROGRAMS

Elite Coaching

Learn leadership, models, systems, and operations to get to the next level for both Rainmaker and Lead Admin by taking a “team” approach to coaching.

1-1 Coaching

Learn the models, systems and skills it takes to become a Mega Agent through this 12 month coaching commitment with a hand-selected Glover U coach.

Listing Mastery with Jeff

Learn to become a listing master from the masters themselves! We will share everything Jeff and his team do to average 75 listings taken a month.

Glover U Sales System with Jolynne

Ramp up your sales skills with intense accountability in a small group setting through this 6 month coaching commitment with agents working towards the same goals as you led by Lead Agent, Jolynne Mercecia.

Prospecting Bootcamp with Justin

Get coached by top Prospecting Agent, Justin Ford to learn how to generate seller leads in a small group setting -- without spending a dime on marketing.

Business Mastery Coaching with Matt

Learn the steps of going from E to P, when to make them and more importantly, how to implement them. Learn industry-tested tools + techniques to shift from running your business as an entrepreneur to running your business like a CEO when working with Coach, Matt Sutter during this 6 month program.

Operations Coaching with Taylor

Learn the ins and outs of running a successful Operation from Jeff Glover & Associates Operations Manager, Taylor Kerrigan. This is 1-1 on training focused on processes and procedures for your business for maximum growth.





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