

A CASE STUDY WITH DANIELLE KENNEDY

“LIVE AT AN OPEN HOUSE”

Suggested scripts and dialogues that work:

(Learn this one or adapt a similar script and call it your own.)

DANIELLE:

Welcome to my open house. My name is Danielle. Feel free to look at this house on your own, but before you go too far, there is one thing I would like to point out.

DANIELLE:

Isn't this a neat house, Linda. I love that upper balcony, it has a terrific view from the bedroom.

LINDA:

I really like this house. I have been trying to guess how much it is.

DANIELLE:

\$210,000. I will make a couple of notes here. By the way, Linda, is this your first visit to our community?

LINDA:

No, we've been looking in this community for some time now.

DANIELLE:

Is this home in line with what you've been looking for?

LINDA:

Yes. It seems to be in the range, but I am not certain what we can afford and we really want to look at more homes.

DANIELLE:

Are you presently working with another real estate company or agent exclusively?

LINDA:

I have talked to several agents.

DANIELLE:

That's always amazing to me. Real estate is your biggest investment of a lifetime, and we haphazardly choose a realtor. I think before we decide we should ask some questions, get some references and a few testimonial letters. As a matter of fact, I have a few references with me right here. I don't know who you will end up working with exclusively in the long run, but I hope it might be me.

LINDA:

This is impressive.

DANIELLE:

I am also a full service multiple listing agent. And I think you need to know what that means. If you see signs from other real estate companies, believe me I can show it to you. If you see advertising from other real estate companies, I can show it to you. I preview properties from all real estate companies every single day.

LINDA:

Well, I think we are definitely ready to shop in the area.

DANIELLE:

You know what might help too . . .if we go in the living room, I can work out very quickly my "Buyer's Analysis for Better Service" form . . .I can ask you some questions that will help you decide on price range, location, affordability.

Then I might have a lender friend of mine call you tomorrow. And any confidential qualifying information that you need to know, he'll be able to assist you with. Then tomorrow evening or the next day, we will really have a handle on location, price ranges, and things you will be comfortable with when we work together the next time. Sound fair?

LINDA:

Okay, but we really aren't sure yet.

DANIELLE:

I know that. This lender call will have no obligation either.

LINDA:

All right.

DANIELLE:

Let's go in the living room and we will do some figuring.

NOTE: Role play this script with a partner. Change it to suit your location and your personal style of talking, but use the same key elements of my script. Those elements are:

1. Taking charge at the approach and pointing out something unique to this home.
2. Asking key questions from the "Buyer's Analysis" form and other creative ones that work for you (Example: "Are you people from this area?").