



# BREAKFAST CLUB SCRIPT BOOK

(Chad Cooley's Brainchild)

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## Breakfast Club FSBO Script

Hi \_\_\_\_\_ this is \_\_\_\_\_ with eXp, I'm calling about the home over there on 123 St, is it still for sale?

### **(Response) I want to save on commission**

Ok great! So your whole goal here is to net the most amount of money! If I can show you a way to net more money than you can on your own and in a shorter time, it sounds like that's why you went for sale by owner in the first place right?

Before you make any decisions let's do this, let's get together at \_\_\_\_\_ or \_\_\_\_\_ and if I can make this make sense for you financially then we can make some decisions from there.

### **(Response) I can sell the house myself**

In a market like this you can definitely sell the house on your own, the question is for how much. So is your goal to sell the home, or to net the most amount of money possible? Great! If I can show you a way to sell this home for more money than you can on your own and do it in a shorter period of time it sounds like that would make sense right?

Before you make any decisions let's do this, let's get together at \_\_\_\_ or \_\_\_\_ and if I can make this make sense for you financially then we can make some decisions from there.

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## Breakfast Club Expired Script

This is \_\_\_\_ with \_\_\_\_ I was calling about your house over there on 123 St, is it still for sale?

Yeah, I saw that it came off the market and was surprised it didn't sell. Did your agent give you any feedback as to why it didn't sell? What happened there?

(Oh wow! A lot of agents will use the market as a reason. While your home was sitting on the market my team and I sold 12 homes, just like yours, for at or above asking.)

What was the reason that you put the house on the market in the first place?

\_\_\_\_\_, if I can show you a way to accomplish \_\_\_\_\_ and \_\_\_\_\_ it sounds like that is your whole goal in the first place, right?

Let's do this, before you make any decisions, let's get together at \_\_\_\_ or \_\_\_\_ and if I can make this make sense for you financially then we can make some decisions from there.

Does \_\_\_\_\_ or \_\_\_\_\_ work better for you?

### **(Response) We're just going to wait**

Great, so it sounds like you're still looking to sell the home, and it's not a matter of **IF** but **\*when\***... So, what had you put the house on the market in the first place? Where were you headed?

### **(Response) No**

Yeah, I saw that it was taken off the market and I was surprised! Why do you think your home didn't sell? Did you get any feedback from your agent as to why?

So, it sounds like it's not a matter of if, but a matter of when you want to sell at this point. So, what had you put the house on the market in the first place?

**(Response) You're the 20th person to call me**

Yeah, everyone is calling because they are looking at your house wondering why it didn't sell, knowing that it absolutely should have. Tell me, did you get any feedback from your agent on why it didn't sell?

If I could get your home sold in the next 30-45 days and generate multiple offers, would you still be able to move? What was your plan?

\_\_\_\_\_, if I can show you a way to accomplish \_\_\_\_\_ and \_\_\_\_\_ it sounds like that is your whole goal in the first place, right?

Let's do this, before you make any decisions, let's get together at \_\_\_\_ or \_\_\_\_ and if I can make this make sense for you financially then we can make some decisions from there.

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## Breakfast Club Objection Handlers

### (Objection) Waiting till after the Holidays/Winter/Spring

Spring - I'm really concerned about waiting until springtime, can I tell you why?

One of the reasons the market has shifted is that we are still in an inventory crisis, and that is what makes your home so valuable now.

\_\_\_\_ EVERYONE is thinking the same thing as you and waiting until [Springtime] to list, and do you know what that means for you?

\_\_\_\_\_, it means more competition in the [Springtime], and we're all seeing the Federal Reserve continually raise the interest rates which will ultimately impact the number of qualified buyers out there. Do you know what the combination of more inventory and fewer buyers will do to the value of your home in the Spring?

What would it mean for your goal [Motivation] if you had to take 10s of thousands of dollars less with you?

Right, and that's Exactly why we need to meet!

So, before you make any decisions, let's do this... I've got some time tomorrow, we'll go over exactly why your house didn't sell, what the market looks like it may do in the next few months, so you can make the best decision for you and your family and what we can do differently to sell your house this time around. Does tomorrow at \_\_\_\_ or \_\_\_\_ work better?

>>> Since the supply of listings will dramatically increase in [Springtime], there will be less demand for your home! Less demand means less money for you! And the last thing you want to do is take less money for your home than you could today, right? So, let's do this before you make any decisions, let's get together

and look at whether to take advantage of the market right now, or wait till a later date, go over all your concerns – and if it makes sense for your family and financial situation we'll move forward from there. So, does...

>>> Although it's winter and the holidays, we have a database of active buyers. Last year we sold X number of homes during November and December! And if you think about the major corporations in our area, Boeing...Amazon...Microsoft... it makes a lot of sense, right? High level executives are all looking for homes so they can start their new jobs at the beginning of the year. These are people who we want to capture in the market to make an offer on your home, more importantly be part of a multiple offer scenario.

**Holiday** - Great! So, you're definitely going to sell, it's not a matter of it but when! Now, what's holding you back from listing during the holidays? To be honest with you, I deal with this every year as a professional real estate agent – and as you can imagine people don't want to be interrupted during the holidays! Now, would you actually mind showing your home to someone who is not just qualified but wants to buy the property? Exactly, now we can restrict showing during the important 5-8 necessary holiday days, and I would be working on offers without inconveniencing you at all.

**Holiday** - So, if I can show you a way to take advantage of the market now, restrict showings throughout those specific dates, and so you don't move until after the new year, that would make sense, right?

The last thing you want to do is get in a bidding war and overpay for your next home, right? Exactly! So, what we can do is this – we can set it up for you to take advantage of the market now to get the most amount of money so that you are then ready to make a strong, non-contingent offer or for me to find an off-market property.

You can sell now for more money and have a delayed closing or extended occupancy. The great thing about being in an inventory crisis is that you get to call the shots - so if you need to delay closing until after January that would make sense, right?

**(Objection) Slow Market/ Fewer Buyers/ Interest Rates**

Seller, you're right that it matters now more than ever who you hire to sell your home a few months ago, it really didn't matter all that much. They could put the house on the MLS, and stick a sign in the front yard, and it would sell over asking within days or even hours.

What you want \*now\* is a Marketing Specialist like myself who negotiates aggressively, solves problems, and generates multiple offers for you

The difference between what I do compared to everyone else is that I use my resources to Promote your property to agents and the buyers they represent to come to your property **motivated** to make an offer. And that's the whole reason why you put your home on the market in the first place, correct?

Exactly! So, let's do this... before you make any decisions to sell this property now or wait a few months, let's get together tomorrow and we'll go over exactly what's going on in the market, what we anticipate the market is going to do over the next several months, and what we can do differently to upgrade your exposure to buyers and get your home sold. So does tomorrow at...

**(Objection) I'm going to wait / hold off / stay put**

Seller, plans have changed dramatically for a lot of people due to the market shift. What about that has you concerned enough to change your original plans?

What was your whole goal when you put your home on the market in the first place?

**(Objection) Bring me a Buyer**

I have a database full of buyers that are looking in your area and finding a buyer in this market is not a problem!

(Based on seller response):

- Tell me, what was your plan if the home sold the first time around?
- Did your previous agent give you any feedback on why the house didn't sell?
- Was that the feedback your agent provided or is that the reason that you think it didn't sell?

I hear that you really do still want to sell and it's not a matter of *if* but a matter of *when* you're going to sell - but hesitant to list again. Tell me, what has you holding back from putting this property on the market again?

Could you move out in the next 30 days if we brought you a full-price offer? Okay! Do we need to find another place or tell me what was your goal when listing your house?

**(Objection) Prior Agent Relationship and/or Local Agent**

There are a lot of realtors in the state of [State] and you did the right thing with listing with your friend and giving them the opportunity to try to sell your house. So, tell me what would happen to your goal of [Motivation] if you listed again and the house didn't sell?

So, if I could show you a way to net the most amount of money and still compensate your friend that would make sense, right? So would tomorrow at....

I'm sure they did the best job they could with the resources they had! While your house was on the market, my team and I sold [X Number] homes in that timeframe in your area, the majority above asking price. So, tell me, did you get any feedback on why your home didn't sell?

What would it look like if you listed with the same agent and [Selling Problem] happened? What would that do to your goal of [Motivation]?

Working with local agents is important which is why I'm going to reach out to all of them to get them onboard and incentivize them to work with us and leverage all of their resources as well. The benefit of working with me is that they'll be working on your behalf, and you'll be working with me who has all the powerful tools to get the home sold.

### **(Objection) Spouse Scheduling**

Now were you both on board together when you first listed? Right!

You definitely should be on the same page! Let's do this, I'm going to send you what I call a pre-listing packet that will include information about me and my company, and what we do to get houses sold the second time around - you can review that together and write down any questions and concerns. Those will be the first things we'll go over when we meet.

### **(Objection) Commission**

That's a great question, and I know your whole goal is to net the most amount of money possible so that will be the first thing we talk about when we meet. So would tomorrow at...

What's the most important thing to you? The amount of commission you pay or netting amount of money you are looking for [Motivation]?

So, I'm sure you'd agree the last thing you'd want to have happen is to be in the same position you were in before six months from now by hiring a discount broker. {PAUSE} So, does tomorrow...

You're right, most agents are overpaid, and it looks like you didn't pay any commission because they didn't do their job and get your home sold.

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### **Rescue Question - What's the point to this call**

- If I brought you a full-price offer, would you be willing to accept it?
- Okay, so tell me what was your goal if you had been able to sell your property?
- The reason I'm asking, is if I bring an offer in the next 30 days are you prepared to move?
- Okay! So, what was your goal in listing your home?

### **Rescue Slowing Market**

I specialize in generating multiple offers for my listing. My team and I have done this for a lot of people within recent weeks, from 90% of agents who could not market the property aggressively the first time. Know Sellers, when you decide to put your home on the market, it sounded like you wanted to move because "their reason" and that is still the case, correct?

Exactly! So, before you make any decisions to sell this property now or wait for a few months, let's get together (DATE) and we'll go over exactly what's happened and why your property did not sell, use my resources to promote your property to the agents and buyers they represent. To come to your property motivated to make an offer and get your home sold this time around. So does 'DATE' at...

### **Rescue Active Market**

Your house sat on the market and didn't sell, and it should have! I can tell you why your house didn't sell, it's very simple - would you like to know why?

Even in a hot market like this you have to do more than just put a sign in the yard, put it on the MLS and *hope* that people come in - and it sounds like you found that out the hard way and that's 90% of my competition.

Why do you think your home did not sell?

While your house was on the market, my team and I sold [X Number] homes in that timeframe, the majority above asking price. So, tell me, did you get feedback on why your home didn't sell?

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### **Breakfast Club Urgency**

Have you been paying attention to the news and the impact to the market?

The government has been holding back the banks on foreclosures. The banks are now starting to foreclose on homes, do you know what that means for you?

That means a lot more inventory on the market. And that inventory will be sold for a lot less than market value. Do you know what that is going to do to the value of your home?

That will mean you could leave 10s of thousands of dollars on the table. So, what would that do to your goal [Motivation] if you had to sell your home for less than what it was worth?

Exactly! So, before you make any decisions let's do this – let's get together tomorrow and we'll talk about exactly why your home didn't sell, what the market is doing, and what you need to take out of this house. So does tomorrow at...

If I could show you a way to sell your house without [Problem] that would make sense for you, right?

I sell properties just like yours, and so it would make sense for us to meet if I could show you a way to get this property back on the market, and [Resolve problem...net the money/ not do the repairs/, etc.] right? So does tomorrow at...

That's great news that your neighbor's house sold, because it shows the value of your house, and it's always the goal to sell high and buy low! Look, I'm not just an aggressive listing agent but I'm a dedicated buyer's agent who aggressively negotiates for my clients for properties on the market, but I find off market properties for my clients. It is just one more thing that separates me from every other real estate agent in [State]. So, let's meet tomorrow and we can talk exactly how to [Motivation & Urgency] ...Does tomorrow at...

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### **Breakfast Club Closing Lines**

ESTABLISH – Have you decided you are definitely going to sell this house, whether it's now, a year from now, 5 years or a decade from now?

Before you make any decisions, let's do this...

Of course! I wouldn't want you to sign anything unless it made perfect sense for you financially. Okay, so what I'm going to do is send you what we call a Pre-Listing-packet. This has information about me and my company and what we do to aggressively market your home and get it sold the second time around. So does tomorrow at...

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### **Breakfast Club - Good One Liners**

- That's a great question! That will be one of the first things we talk about tomorrow. Does tomorrow....

- That's exactly what I do is create transition plans for my sellers to make it as easy as possible!
- What was the entire goal when you sold this property?
- In a market like this you shouldn't have to take anything less than what your property is worth. Did you get any feedback from your last agent on why the home didn't sell?
- Great! It isn't really a matter of if but when because you've definitely decided to sell the property...
- So, did your agent give you any feedback on why this home didn't sell?

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# Breakfast Club Circle Prospecting Script

## 3 Goals on every Circle Prospecting Call

1. Are you looking to buy or sell?
2. Do you know anybody looking to buy or sell?
3. Collect their information to add to your Database

Understand that you are calling them out of the blue. You aren't going to force someone to sell. Pay attention to your tonality. Take the pressure off. The objective is to get as much s you can on every phone call.

Ring – Ring!!!

\_\_\_\_\_, Are you the property owner over at 123 Main Street?

My name is \_\_\_\_\_, I'm a top agent at \_\_\_\_\_. I was calling because we just sold a property over there on 123 main Street, Did you see that?

The reason I'm calling is it just sold in 3 days, with multiple offers, and for \$30,000 over asking. There are a lot of people looking to move into in this neighborhood. I wanted to know if you would consider taking an offer now or in the future?

(No, I love this neighborhood, I'm never leaving)

Right! This is an amazing neighborhood and its why its in such high demand. Who can you think of that would actually be looking to take an offer or buying or selling? (I don't know anybody)

Now \_\_\_\_\_, anytime a property sells it can dramatically affect the value of your property. That can be a positive meaning you could have just got an equity deposit into your bank account. Or it could be a negative and actually subtract from the equity you have now. Would you like to see exactly how the sell of this property affected the value of your home?

What's the best email for you?

(Response shows potential for either NOW or in the FUTURE)

.....Are you looking to take an offer now or in the future?

(Not right now, maybe in the future after I retire)

When you do eventually decide to sell, where are you moving to?

(Eventually we'll go to Napa Valley to retire near family ...blah, blah, blah)

\_\_\_\_\_, I work with a lot of people that are making the move into retirement, and I know it would be important to you for when you make that move, to do it in the best financial position possible, is that right?

You've got a lot of options here on what you can do to get really creative on how you can find the exact property you want, and maybe get what you want a little bit sooner, and in a better financial position.

So \_\_\_\_\_, if I can show you a way to get creative with how you set up the transition, it sounds like that may be something that you're open to right?

Let's do this, we can get together for 15-20 minutes, go over exactly what you are looking for in a property, when you eventually retire in Napa, some ways that we can get creative to make sure that you are in the best financial position possible going into. So that way you can have a plan of action and some ideas for the time is right for you.

Can you make some time. Does \_\_\_\_\_ or \_\_\_\_\_ work better for you?

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## Breakfast Club Database Script

Hey \_\_\_\_\_, This is \_\_\_\_\_ How are you? (Insert something personal)

\_\_\_\_\_, I'm reaching out to everybody, all of my past clients and everyone I care about, because there's been some really interesting things going on in the marketplace.

And I wanted to reach to see if you've been paying attention and know how it's affecting the value of your home?

I'm going to go ahead and send you a monthly update on what houses are selling, how it's affecting the value of your home, and that way you can stay updated on what's going on in your neighborhood.

What's the best email address for you?

Have you ever thought about possibly selling this property or buying anything? Either for yourself or for investment purposes?

I do the majority of my business based on referrals and clients that are really happy with how we've worked together. Would you be comfortable referring me to anybody looking to buy or sell? Can you think of anyone?

Awesome, I'll get this information out and if you need me, I want you to know that I'm a resource!