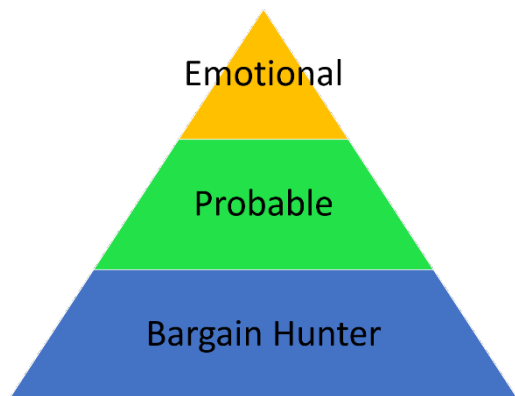


3 Types of Prices, 4 Types of Buyers

The best way to handle “What’s my house worth?”:

1. Find out their expectations in the pre-list stage over the phone
2. Explain there are 3 prices in Real Estate:



“Mr & Mrs Vendor, my job is to help you find the Emotional buyer. So our strategy is to get you the Emotional price which comes from an Emotional buyer.

The way we do it is by launching a marketing campaign that is going to attract the 4 buyers in the market place.”

3. Explain the 4 types of buyers:



“Mr & Mrs Vendor, the way we’re going to get you an emotional figure is by launching a campaign that finds 100% of the buyers in the marketplace.

If we don’t use 100% of the marketing resources available to us, how will we get 100% of the potential price in your property?”

Always use this VPA dialogue: “Mr & Mrs Vendor, I’ve seen many owners lose tens of thousands of dollars at the point of sale, because they tried to save a few thousands of dollars at the time of listing. I simply refuse to miss-market your home and apologise later.”

Corresponding video on Real Estate Gym:

<https://realestategym.com.au/membership-dashboard/scripts-dialogues/3-prices-4-buyers/>