

“If I was **YOUR
coach... & you
wanted more...”**

**We would focus
on **selling** your
listings faster!**

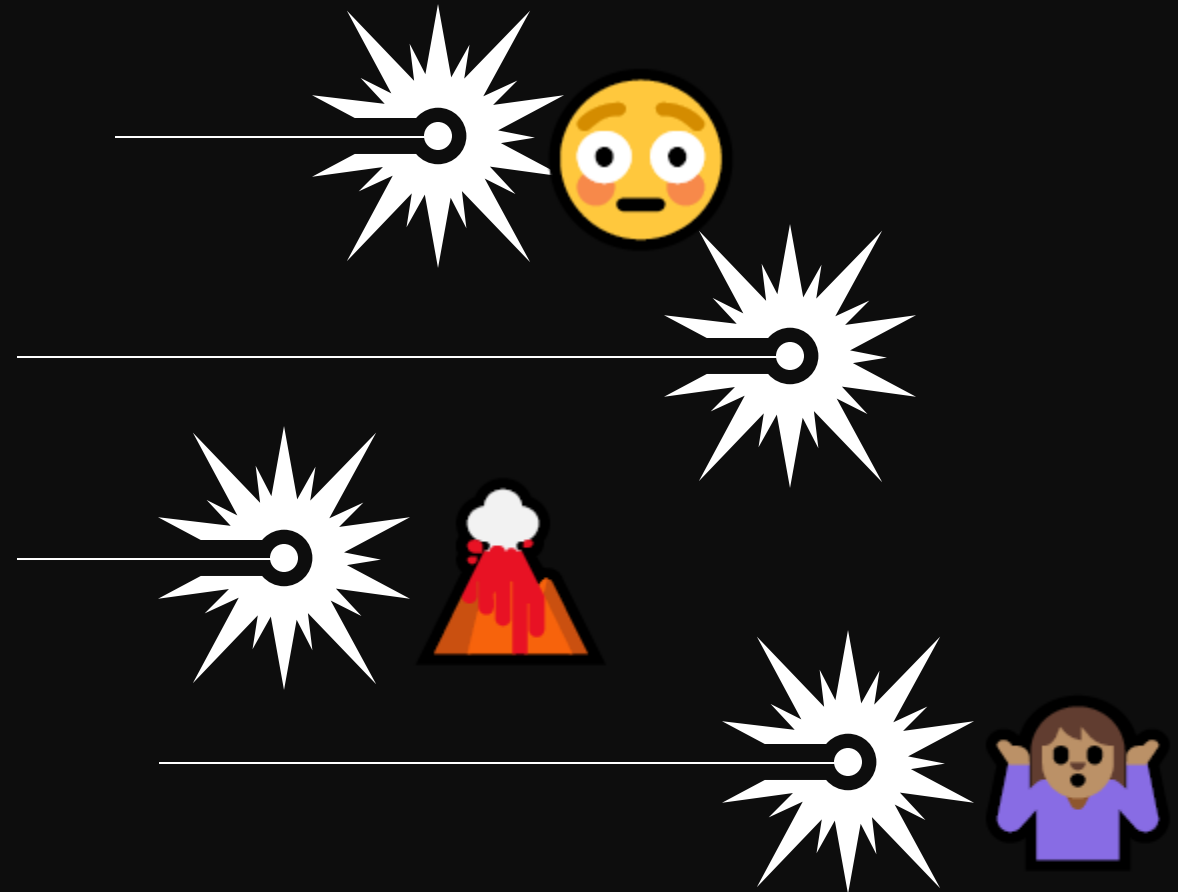
HEAD WINDS IN 2025!!!!

THE NEWS

RATES   

PENT UP DEMAND

LONGER D.O.M.



Lourdes **MAESTRS**



David CHILDERS



Am I open minded?



3 Strategies to enhance

1. Pricing

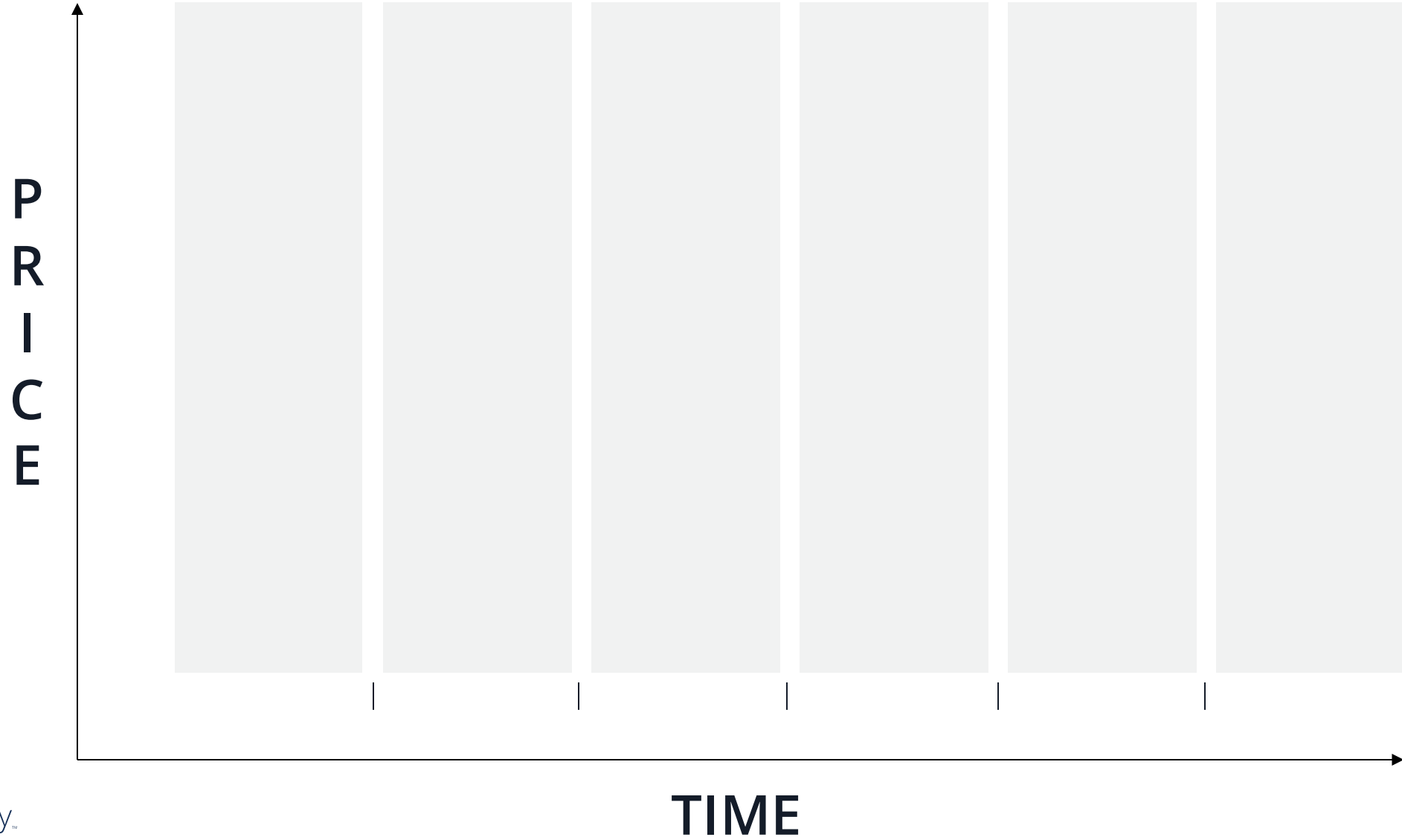
2. The “don’t fire me report”

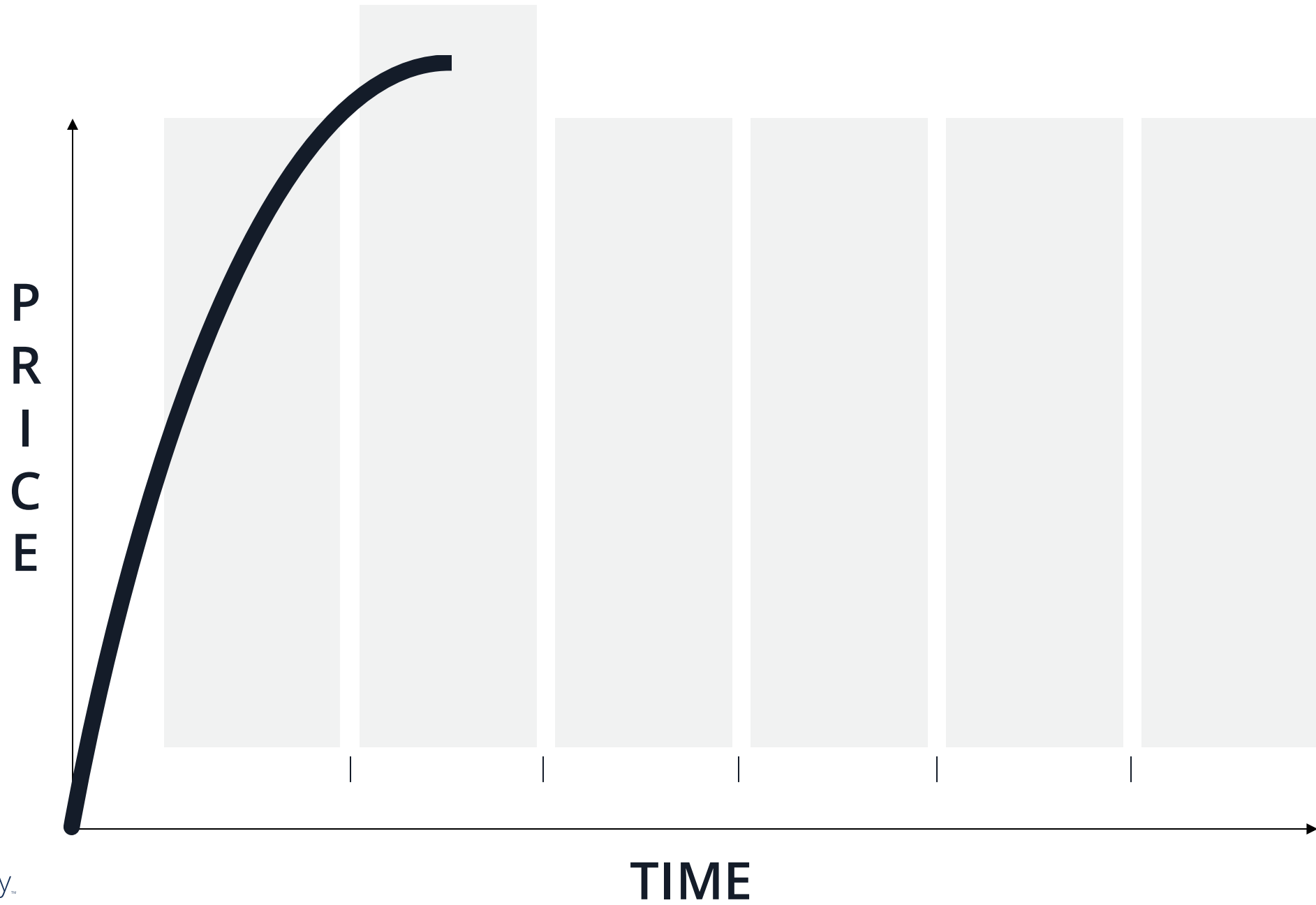
3. Price reduction dialogues

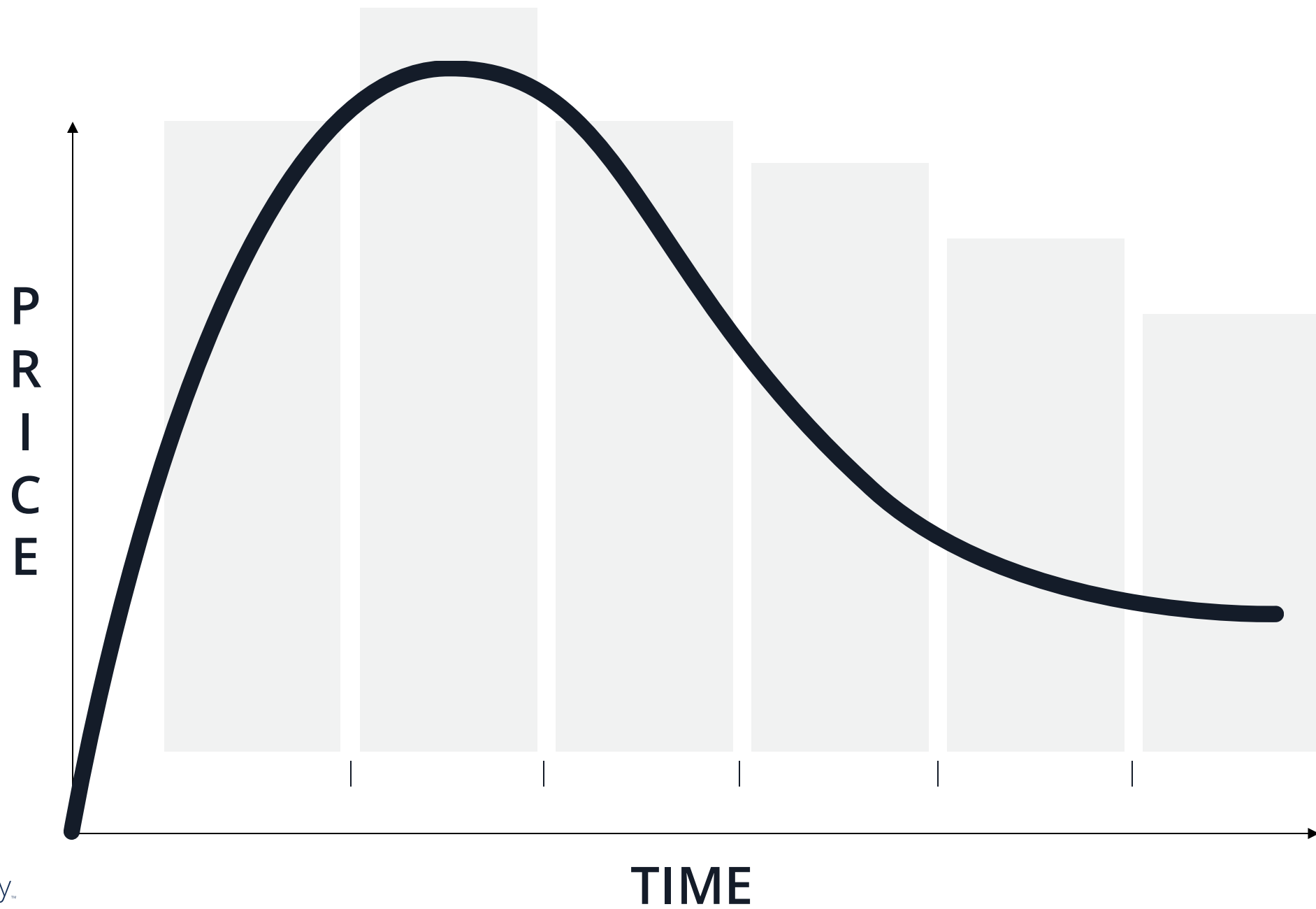
3 Strategies to enhance

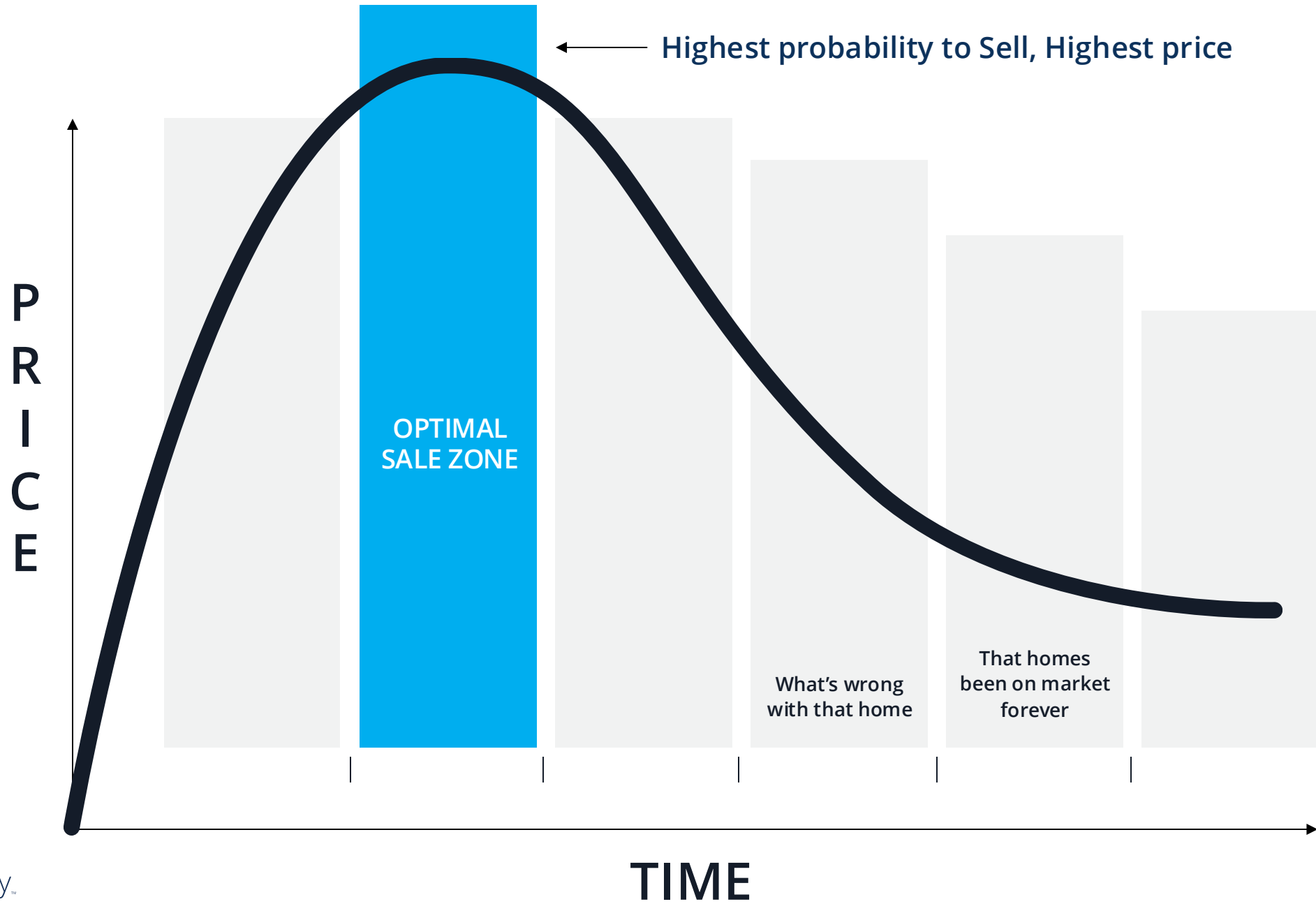
1. Pricing

- **“Now that we’ve reviewed the market... I want you to be empowered to... price your home to sell... and to generate the highest possible net proceeds... in the right time frame... for you/your family...”**
- **Here’s what I know... most agents price homes by looking at the comparable recent sales... and then ask the home seller “Where they’d like to price the property”...**
- **I take a very different approach... I study homes, prices, communities, what’s hot and what’s not... every single day... and here’s what I’ve discovered...**





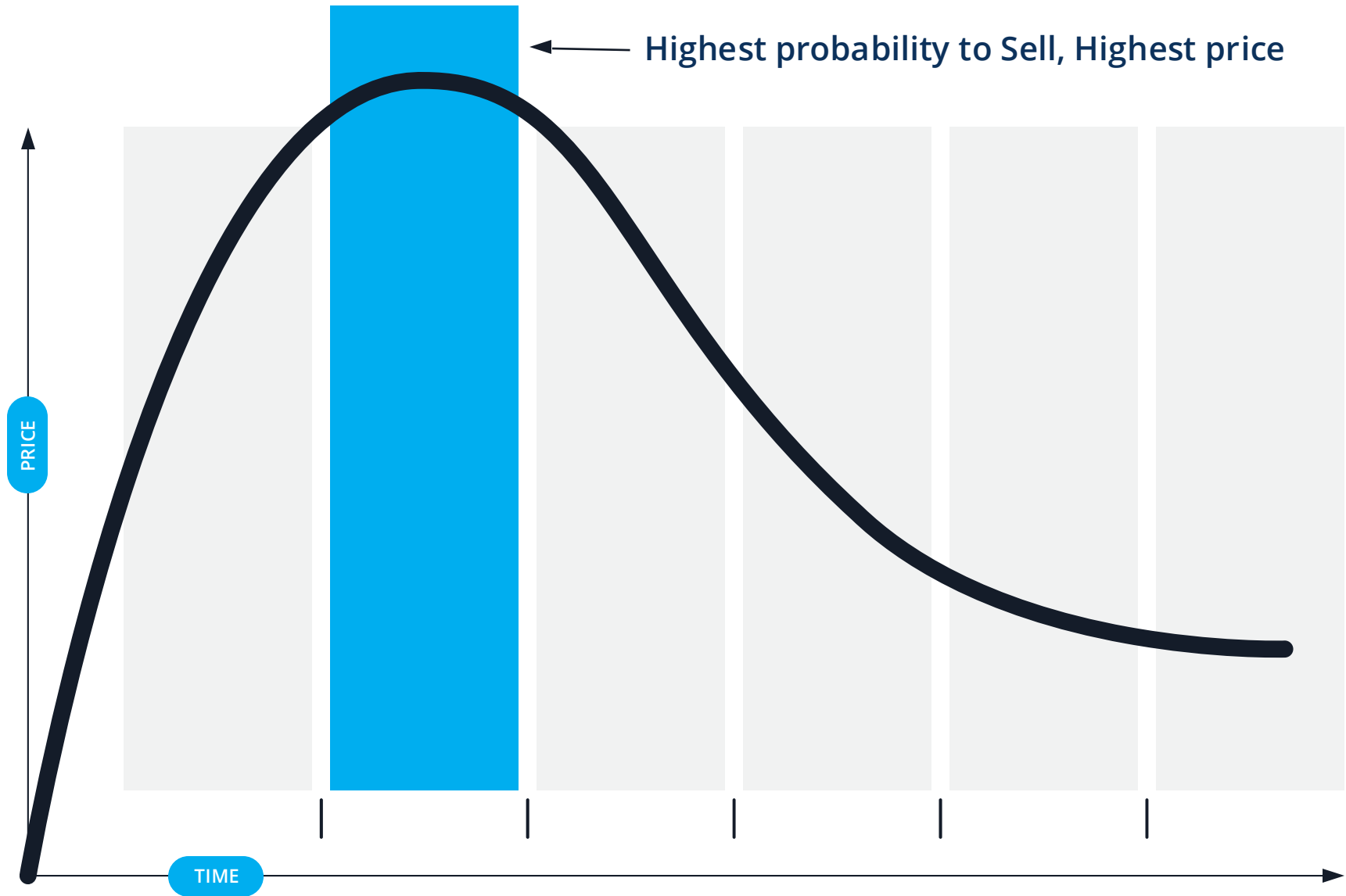




**I've found there's three ways to price a home.
Lets go through them together... lets just keep in
mind the graph...**

- 1. (Trying to set a record price)**
- 2. (What buyers are actually paying)**
- 3. (Create a frenzy/bidding war)**

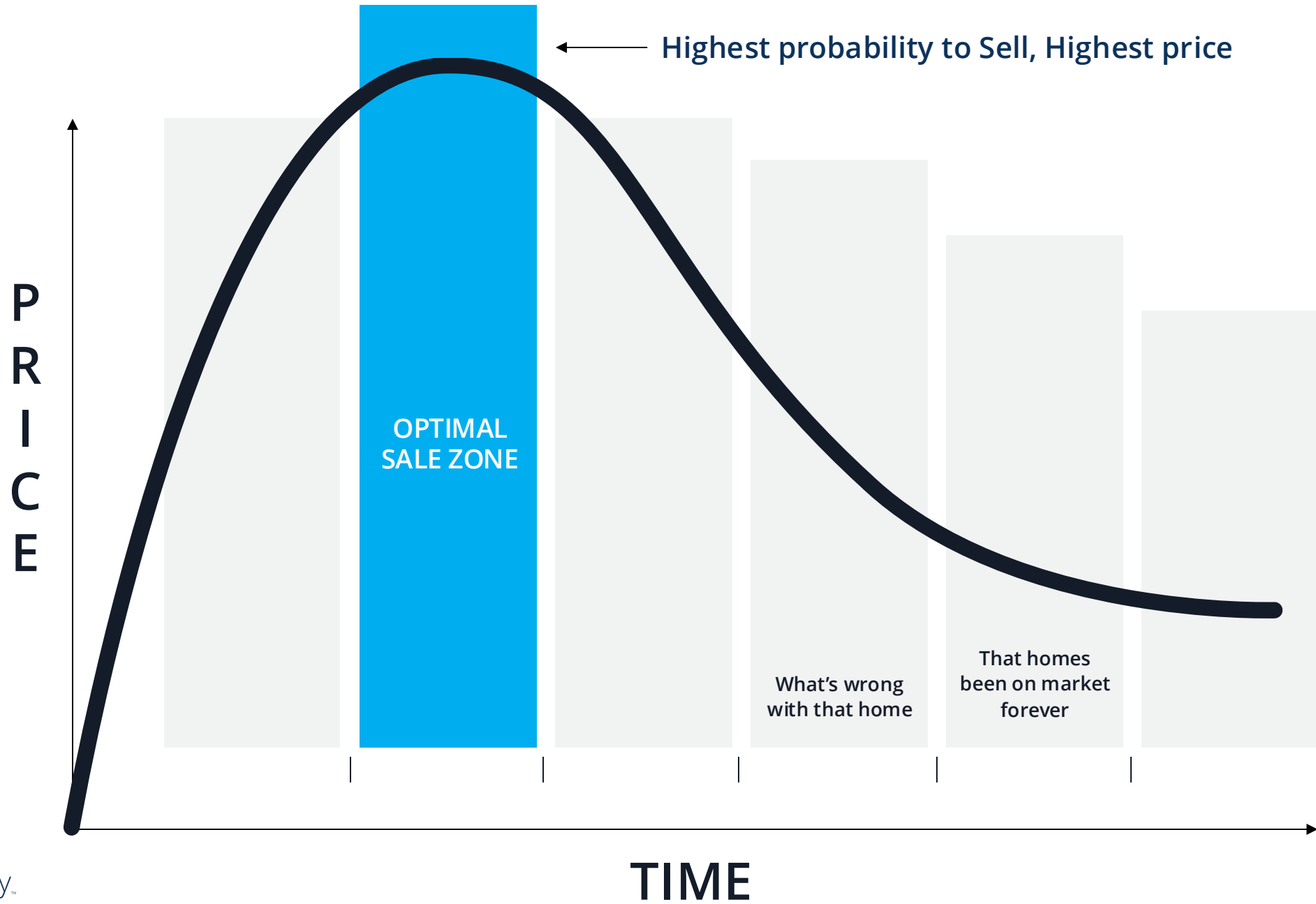
- Which option do you believe can generate the highest net proceeds? And get it done in a reasonable time?**



“But, another agent said they could sell it for way more than your numbers”.

“Another agent said, they could...”

- **(name) I could line up a 1,000 agents outside your door..... Every good agent looks at the same comparable sales data.... We all see the same pricing...**
- **So... if another agent tells you a price that's WAY above what buyers are actually...**
- **Honestly, I think you should ask yourself why are they doing that? Are they not looking at the data? 🙄”**



“I’m going to strongly recommend a list price of \$_____. What would you like to do?”

Lourdes **MAESTRS**



3 Strategies to enhance

2. The “don’t fire me report”

3 Strategies to enhance

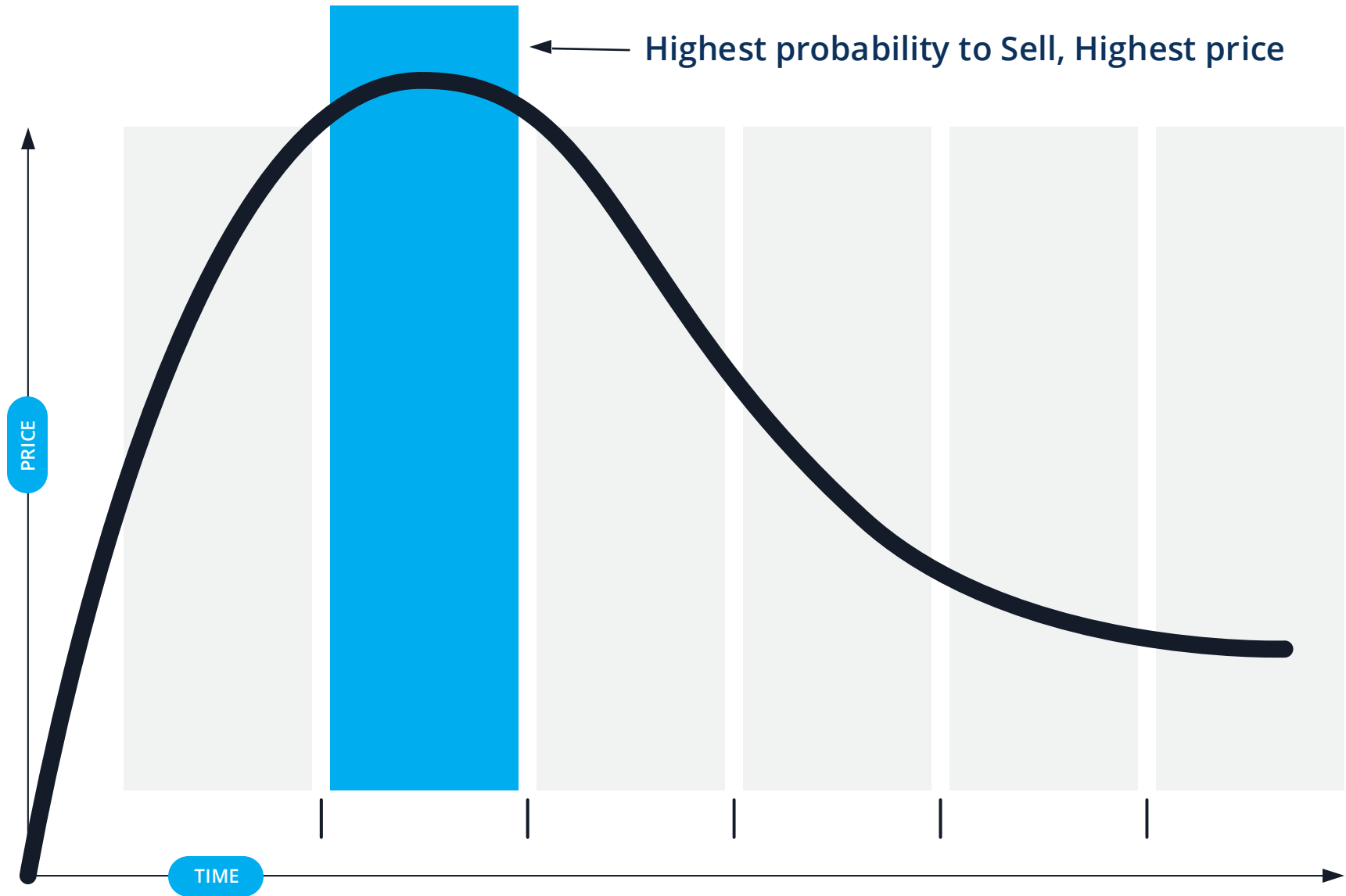
Price reduction dialogues
(phone/zoom/F2F)

- **Lets review our marketing...**
- **In the last 30 days...**
- **We've sent (x) emails... (Y) text messages... and made over (Z) calls to potential prospects...**
- **We filmed (x) pieces of content that received (results)...**
- **We've had (x) open houses... w/ (y) people through...**
- **We've had (x) look/save at your home online (Z/R)...**
- **All of this has results in (x) showings...**
- **and (y) offers...**

Let's review the market over the last 30/60 days...

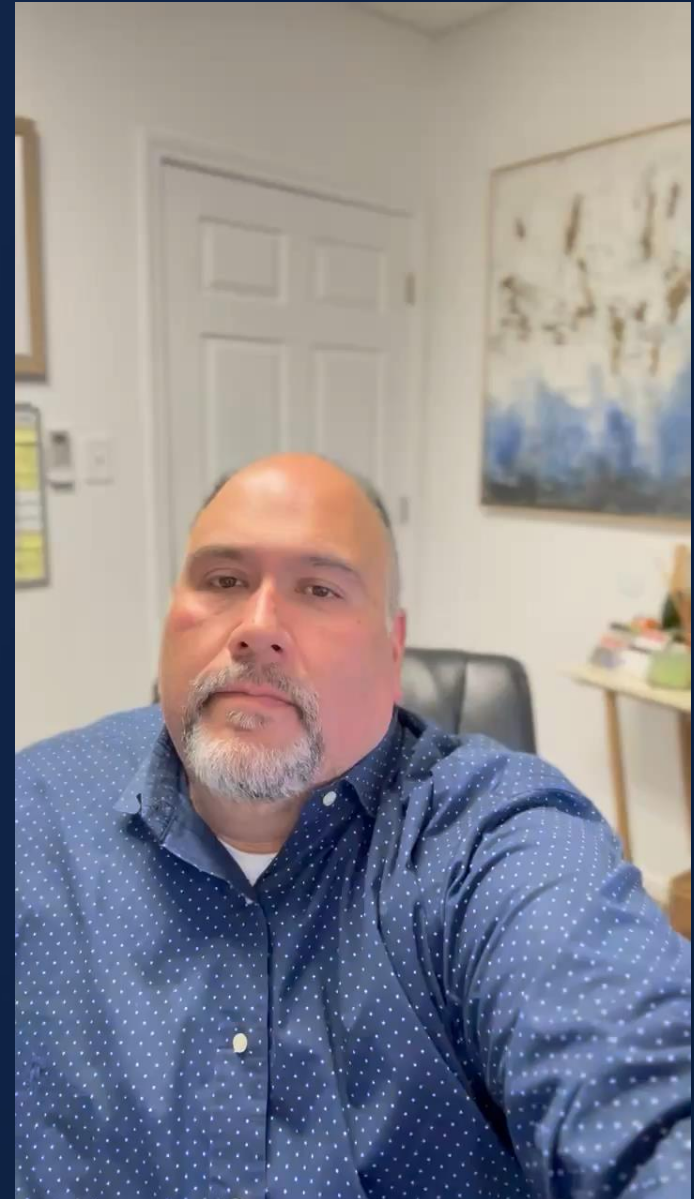
- **Buyers have a choice today of (X) listings active in our price range and features...**
- **We just added an additional (Y) new listings...**
- **We've seen (Z) homes come off the market... they didn't sell**
- **And we've had (y) homes sold in the last 30 days.**

- **(Name), clearly, the market, the agents and most importantly the buyers have spoken...**
 - **They've told us... our pricing is off.**
 - **I'm going to recommend... We amend the price to (X)**
 - **What would you like to do?**
-
- **If needed, go to "alternatives"**



Alternatives:

1. Stage it. 🚗
2. Improve it. 🧰 🏠
3. Seller “rate buy down”. 📈
4. Reverse offers (seller to buyer). 📋
5. Auction.
6. We can rent the property out.
7. Take it off the market. 📱 OFF



Or ask...

**“At what price are you
no longer a seller?”**

**What will I
take action on?**

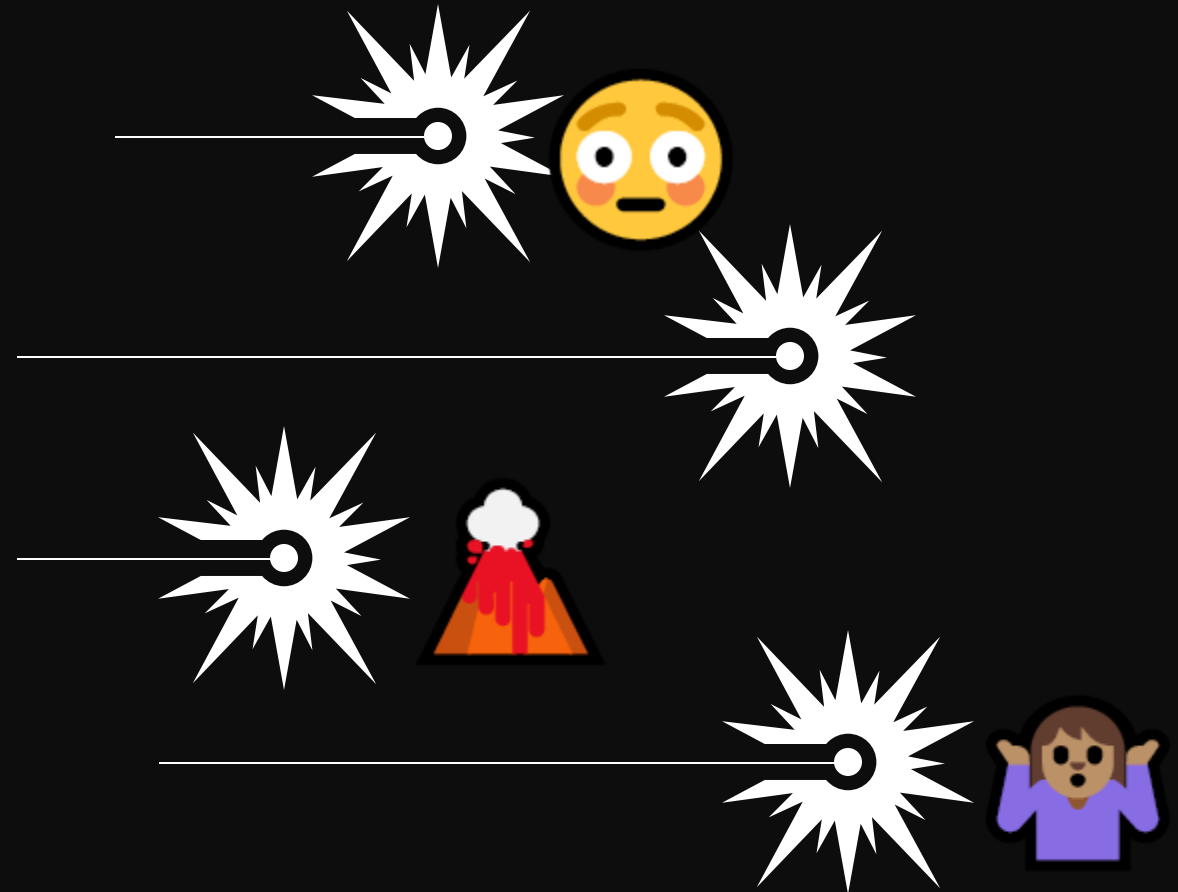
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**Could you use a guide
to help you navigate
this market?**



Lofty SuperUsers

Kevin Munchel · 2d · 🧑🏻



Best real estate coach?



1

3 comments



Like



Comment



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Cindi Joy Davison

I love [Tom Ferry](#). My business went from 2 million a year to 11 million in 3 years. My coach, [Sara Lyman](#) also used Lofty for her real estate business.

Love

Reply

2



In a declining transactions market!

From  to 

#LetsGO



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