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Lexington, Kentucky

**From Fear to Phone Mastery:
Setting Appointments Like a Pro!**



ELITE RETREAT 2025

My Journey



Year 3: Started a Team



2018: Left U.S. Army



Year 1: Sold 48 Homes



Year 5: Where I am Now



Total over 5 years:

- **Units: 538**
- **2024- 162 Units**

Who to Call



Leads In The Pipeline

- Social Media- Who do you already know who like & trust you!!
- Old Leads
- Expired Listings
- FSBO's



Sphere of Influence

- Friends, Family, & Acquaintances
- Cheerleaders



Past Clients

- Client Facebook page
- Client Appreciation events
 - We Call, Text, and Email them at least 7 times for each event!
 - Pumpkin Patch event
 - Moms and mimosas at painting with a twist
 - Rented out theater for Moana 2

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2024



Top Seller Objections



I Don't Want To Lose My Current Interest Rate

I get it- your rate is excellent. But let's think about why you are considering selling. Is your current home meeting your needs? Your equity can help offset the higher rate and get you into a home that fits your lifestyle. I'd love to show you the numbers that might work.



I Don't Want To Sell Because I'm afraid I Won't Find a Home To Buy.

I completely understand that's a big concern for many sellers. We can list your home with flexible terms, like an extended closing or a lease-back agreement, giving you time to find your next home. I have a list of off-market properties where sellers are in your same situation, and their home isn't listed yet but is available. Does that sound like something you'd want to explore?



I'm Not Ready To Meet Yet, I'm Just Thinking About Selling.

That's perfectly fine; many of my clients start the process by gathering information to help them decide on their next steps. There's no pressure- This meeting would simply be about giving you a clear idea of your home's value, what changes could make you money and answering any questions you may have. Would a quick 15-minute conversation this week help you feel more prepared when the time is right?



Top Buyer Objections



I'll Wait For Interest Rates To Drop

"I understand; let me ask you this- If rates don't drop soon but home prices continue to rise, would that make waiting worth it? Remember, you can refinance later when rates improve, but you can't lock in today's home prices later. Let's focus on finding a home that fits your budget now, so you're building equity instead of paying higher rents."



I'll Wait For The Economy To Improve

That's a valid concern. The good news is that real estate historically holds its value and can even provide value during uncertain times. Waiting will likely expose you to rising rent or missed equity-building opportunities. Let's talk about what's affordable and makes sense for you in the long term. How about we talk about going over your financial comfort zone together?



I'm worried I'll overpay if I buy now.

I hear you- no one wants to overpay. But what we are seeing is that prices are stabilizing in many areas, and waiting could mean paying more if prices or interest rates go up. Let's look at some comparable market trends to ensure you're making a smart investment.



Seth? Seth, this is Kymberly. I'm a local realtor. I was calling about the property on Main Street for sale, and Seth, I understand you're selling that home on your own. Is that Right?

Seth, I absolutely respect the fact that you're selling this house on your own, regardless of what other agents are telling you. Are you open to paying an agent who brings you a buyer for the home?

*Perfect, Seth, I'm looking at the pictures of your house online. I love this neighborhood; **what's causing you guys to sell?***

Ideally, when would you like to move?

*Makes sense. Seth, the market is balancing out right now, and the reality is that you very well may sell this house immediately on your own with no problems. I'm just curious if, in 30 days, for any reason, you don't sell the home. At that point, would you consider meeting with a realtor to discuss looking at other options? **You are waiting and listening for two things 1) Yes that they are open and 2) Do they have a realtor obligation already***

Let's do this! I'll email you my FSBO tips and FSBO backup plan, including the disclosure required to sell your home. What is a good email for you?

Seth, I'm just curious, If I could walk you through this plan now and we could make the numbers make sense, would you be willing to discuss hiring me now instead of waiting for the future, as I'm sure we can agree you aren't going to do anything that doesn't make sense.

EXPIRED

*Hi Seth? Seth this is Kymberly, I'm a local Realtor, **Before you hang up** I was hoping to ask you a question about the home for sale"*

I saw it came off the market; I didn't know if you sold it privately or if it still might be available.

I was surprised to see it didn't sell. It's right next to one I sold with multiple offers in under 8 days. What was the feedback? Did you receive any offers?

(This is where they explain the pain point: realtor communication, showing issues, etc. LISTEN!!)

I understand; it's such a beautiful home; do you mind me asking when it sold, where were you were relocating to?

Got it! Seth, I know you're busy, and this call is out of the blue, one more question for you. If you were to receive an offer today with the terms you wanted, would moving into that larger home still be something your family would like to do?

Can I make one recommendation before we hang up? I don't know if it would make any sense for us to work together or not. You don't know me, and I've never seen your home, but would you be totally opposed to inviting me over to your home this week, I can share the strategies that have allowed us to sell every home we put our signs in the yard and at the end of our appointment we can decide if us working together makes sense, let's be honest, you wouldn't consider hiring me unless you thought I could get the house sold right?

Key Strategies To Success

Follow-Up Voicemail

Online Lead

“I think I found the perfect home for you...I have a few questions for you.

Call me by 5pm.”

What Works For US!!

Skill Development



- Shark Tank- Role Playing and Script Practice
- Mock Walk-throughs
- Track Metrics and Conversion Rates

Prospecting



- Lead Follow-Up (Daily-2 Hour Min)
- Action Plans
- Build and Engage SOI

Follow-Up



- Speed to Lead
- Personalize your Communication
- Consistency is Key
- Multiple Channels (Text, Email, Call)

Q&A

What's The Best Time To Make Calls?

- *Early Mornings (8:00 am to 10:00 am) and late afternoons (4:00 pm to 6:00 pm)*

How Many Calls Should I Make Daily?

- *That depends on your goals. My goal is 20 conversations a day.*

How Do I Stay Motivated To Make Calls Daily?

- *Set clear goals and track your progress*
- *Remind yourself that every call is an opportunity to help someone.*
- *Don't take rejection personally. Most rejections are about Timing, not you.*

Thank You



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