

For Clients:

zoom call Talking Points

Thanks so much for jumping on a call with me. I am excited to update you on your home and add value to you as a homeowner. Your home is one of your most valuable assets and it is important for me to share with you how your investment is doing.

GO INTO SOME STATS HERE. (Appreciation, Their Estimated Home Value)

Based on when you purchase, you have approximately XXX equity in your home!

I would like to tell you about some new Selling Solutions that are now available to you. You may not be looking to sell right now, but I want to keep you informed and know your goals so we can make the best decisions for you when the time comes.

PULL UP THE OFFER OPTIMIZER OR COME PREPARED WITH THE PRINT OUT.

Of course, selling your home on the Open Market most often gives you the highest cash back. However, these solutions provide you with the option to sell fast, on a specific timeline and potentially secure a new home before you sell this home. I want you to be aware of all of your options, so you feel confident in choosing the right path for selling your home.

Let's take a look! I've already checked and your home is eligible for offers from these solution providers —> SHOW THEM THE ESTIMATED NUMBERS BASED ON THEIR ESTIMATED HOME VALUE

What are your goals for selling: Obtain the largest net, Sell quickly, Have a guaranteed sale, Have flexibility in showings and moving?

Are you curious about what those offers might look like? I would be happy to see what they would be offering on your home.

In order to actually get offers for you I do need to get an agreement signed that says I am here to represent you and your best interests. Please remember, these offers are NO OBLIGATION!

Let's make sure I have the most up to date information about your home! I will use this information to obtain offers on your behalf.

(PULL UP THE PROPERTY PROFILER AND GO THROUGH WITH THEM)

Once submitted: My team will get back to me within the next few days with offers that may be available. Let's schedule a call for XXX to go over this information!

Sound bites for managers to agents:

Use the BROKERAGE program to **initiate** the conversation of selling options with your clients instead of **reacting** to the conversation.

As BROKERAGE agents you not only embrace technology, but adapt to innovations in the industry. The BROKERAGE program helps you to do just that! Feel empowered to discuss the new seller options, and help your clients navigate the new selling landscape. Modern agents are strengthening relationships with their sphere by continually updating them on new market changes, and new selling solutions.

Technology * Transparency * Trust

The BROKERAGE program provides you with the **technology** that brings **transparency** to somewhat complicated seller options. That will gain **trust** between you and your client. More trust = more transactions!

Homeowners are staying in their home longer than ever! The timeline for homeownership has gone from moving every 7 years to over 10 years. Look at all the industry innovations that have popped up in the last 10 years. Homeowners need you more than ever to remain their constant advisors. The consumer isn't going to remember all of your technology or customer service team or website - they're going to remember you and how you served them throughout their transaction.

Recruiting

BROKERAGE Program -

We believe in giving our clients options. BROKERAGE has created the PROGRAM powered by zavvie. It is the first end-to-end Seller Solution platform for brokerages. The program puts BROKERAGE agents in the center of the conversation as the constant advisors for homeowners and sellers, to keep them informed throughout their homeownership life cycles.