**How to Present All Options**

**Role Play Script**

[Bridge Buyer](#_heading=h.30j0zll)

[Open Market](#_heading=h.3znysh7)

[iBuyer - Instant Sale](#_heading=h.tyjcwt)

###

### **Bridge Buyer**

**Client Persona** - Analytical Alice (Bridget)

* Busy professional looking for convenience and to maximize net proceeds
* Purchasing a new home at $650,000

**Property Details:** 146 Riverwood Dr, Franklin, TN 37069

* $550,000 Market Value
* Existing Mortgage Balance of $330,000
* Minor Repairs Needed

Backstory…

You are a top producing agent at [Your Brokerage Name] that wins MANY awards. Analytical Alice is a long-time friend of yours’s and she is going to her house for a check-in and market update.

Analytical Alice is a busy professional looking for convenience and to maximize net proceeds. She is hoping to purchase a new home and her price range is around $650,000.

**You:** Hi Alice! Thank you for the update about your family, great to hear everyone is doing well. Clearly you can see the market is robust and your home has appreciated quite a bit in value.

You may have heard about alternative selling options, in which you can get a cash offer on your house without needing to list on the open market, we call that [Your Brokerage Name] Instant Sale... or another option to unlock equity on your existing home making the offer on your next home stronger with a non-home sale contingency. We call this [Your Brokerage Name] Bridge.

I know you’re not 100% on selling, just thinking about it. But I thought you’d be interested in getting a sense of what those options might look like, whether they are Instant Sale, Open Market, or Bridge.

**Analytical Alice:** I am definitely interested. I have been seeing billboards and hearing radio ads about cash offers. Can you tell me more about the bridge loan option as well?

**Agent:** Great, with the [Your Brokerage Name] Selling Solutions Program I’ll be able to receive all eligible offers on your property whether they be Bridge or Instant.

I do want to point out, the [Your Brokerage Name] Bridge Program is not a traditional Bridge Loan. It’s actually not a loan at all. The Bridge Buyer will actually buy your current home, unlocking equity and allowing you to lease the home back at fair market rent until you are able to secure your next home.

After you move into your new home, and we sell this home, you get the full market value price. If we get into a multiple offer situation and it gets bid up, all of that goes in your pocket.

There are also advantages of selling to a cash buyer - if your house

qualifies and you get an offer - such as convenience, confidence in a very likely closing, and sometimes a quicker closing.

**Analytical Alice:** These all sound very interesting but seem too good to be true, what would it cost me to use one of these options?

**Agent:** Yes, there are service fees related to each selling solution. I’ll be able to show you exactly what those fees look like using the Selling Solutions tools.

**Analytical Alice:** Okay, and what about the cost of using you as my agent, do I still pay agent commissions?

**Agent**: Rest assured, I’m still going to represent you and fight for your best interest. And yes, I’ll still be paid a commission just like normal.

But rather than tell you about it, how about I just show you all of the details.

**//Open Offer Optimizer//**

**Agent:** Let’s do it!

I enter in the property address and the approximate home value, which of course we know because we just went over the Comparative Market Analysis I prepared for you.

And remember these are just estimates and not actual offers, but it gives you a good idea of the costs and ultimately your net.

**Analytical Alice:**

Where are these estimates coming from?

**Agent:** Great question, these estimates are based on historical market data of past transactions. We have found that they are 98% accurate to the real offers you can receive.

This is an overview of what it will look like to list on the open market. Based on local comps, I’m estimating your home value at $550,000- $570,000

You’ll see there will be a 3% seller agent commission and 3% buyer agent commission. This is standard in our market and outlined in our listing agreement.

This is what I would estimate preps and repairs cost to be but in today’s market conditions we could drop that to $0, as I feel confident offers will come in as-is.

Then the estimated closing cost. All totaled up for the cost of selling your home and highlighting what you could expect to net if you list with 8z on the open market.

**Analytical Alice:** How can I make this reflect my remaining mortgage balance?

**Agent:** This is showing an estimated net of $510,400 and you let me know you have a remaining mortgage balance of $330,000. Let me do some quick math, you can expect to pocket an estimated $180,400.

But I want to highlight the other selling solutions I have mentioned

**Agent**: The next section will show estimates should you want to utilize our Bridge solution.

In the center section is where we outline the fees associated with Bridge Buyers. Their service fee is anywhere between 1-3%, I have also entered $650,000 to $715,000 for the price range of the home you are looking to purchase.

The Seller Agent and Buyer Agent commission is still reflected here, as I will ultimately represent the sale of this home on the open market after you’ve secured your next home.

Again showing estimated preps & repairs based on your property conditions. As well as estimated closing costs.

Totaling up to your cost of selling and showing your estimated net range here.

You’ll also see this other percentage here, it shows 53%, this means that only about 53% of homes in this area are eligible for a bridge buyer. I can confirm eligibility if you are interested in this option.

**Analytical Alice:** That’s quite a large range for the fees, I need to see real numbers.

**Agent:** Absolutely, I can get you a free, no obligation offers from the Bridge Buyers, I just need a few more property details to do so.

* Enter agent and client information
* Primary Home

**Agent**: How many beds and baths?

* **Analytical Alice:** 5 bedroom, 3 bath

**Agent**: How many sq feet

* **Analytical Alice:** 4,511

**Agent**: What year was the home built?

* **Analytical Alice:** 2015

**Agent**: When did you purchase the home?

* **Analytical Alice:** 2016

**Agent**: 2 floors, correct?

* **Analytical Alice:** Yup! And a 4 car garage that is attached.

**Agent**: Do you know if any additions have been made?

* **Analytical Alice:** No, and the master is on the ground floor and there is no basement.

**Agent**: Your interior paint colors are neutral and in average condition.

**Agent**: Kitchen countertop material?

* **Analytical Alice:** I don’t know granite or quartz? And appliances are stainless steel.

**Agent**: Yes, it looks like they’re granite, but we can confirm later on.

**Agent:**  Kitchen selections:

* **Analytical Alice:**
	+ Walk-in pantry
	+ Double oven
	+ Separate cooktop
	+ Built-in microwave
	+ Tile backsplash

It hasn’t been remodeled since it was built in 2015

It’s in average condition

**Agent:** Master Bathroom:

* **Analytical Alice:**
	+ Granite countertops
	+ Double Sinks
	+ Separate tub/shower
	+ Tile Shower Walls

It hasn’t been remodeled since it was built in 2015

It’s in average condition

**Agent**: Kitchen Flooring?

* **Analytical Alice:** Tile. They’re in average condition.

**Agent**: What type of flooring is in the main areas of the home, living room and dining room?

* **Analytical Alice:** Tile and hardwood flooring. They’re also in average condition.

**Agent**: What type of flooring is in the bedrooms?

* **Analytical Alice:** All bedrooms have carpet, and it is in average condition.

The bathroom flooring is tile and it looks brand new.

**Agent**: Do any of the appliances need to be replaced?

* **Analytical Alice:** Nope!

**Agent**: Are there any issues with the home that you’re aware of? Such as plumbing, electrical, heating/cooling, windows, previous fire damage, foundational problems, previous flood damage?

* **Analytical Alice:** No, not that I’m aware of.

**Agent**: Does your home need substantial updates and/or repairs?

* **Analytical Alice:** Nothing major, probably just paint touch ups and a few scuffs on the floors.

**Agent**: Great! We can make note of that later on.

**Agent**: The home isn’t in a gated or age-restricted company, but there is an HOA. It is on city sewer, so no septic or well water. Are you aware of any chemical contamination?

* **Analytical Alice:** Not that I know of!

**Agent:** You don’t have solar panels, swimming pool, or in-ground spa, correct?

* **Analytical Alice:** Right**.**

**Agent**: It looks to me that you have lush landscaping in the front yard, and sparse but a well-kept lawn in the backyard. The exterior looks brand new, and no fence. Would you say the roof is in average condition?

* **Analytical Alice:** Yes, we haven’t had any issues and it is only 6 years old.

**Agent**: Great! And the home doesn’t back up to a busy road, any commercial buildings, power lines, and railroad tracks.

Now we have a few remaining questions that are required to request a Bridge Buyer offer. I’ve approximated your home value at $550,000 and you indicated you’re ready to sell as soon as possible. You said your existing mortgage balance is $330,000, and you do not owe any liens. I’d approximate the home needs about $6,000 in repairs to get it Open Market ready.

I understand you’re looking to purchase a new home in another part of town, and we discussed your price range being between $650,000 - $715,000. Is that correct?

* **Analytical Alice:** Yes I’d say that is about right if I’m able to sell this home for top dollar. We haven’t started looking for a new home just yet, but I am pre-approved. Will I be able to use my preferred lender if I choose this Bridge offer?

**Agent**: Yes, you absolutely can! We will discuss that further once we have an offer to review.

We’re all finished with the property submission.

**Agent** : I see that the previous listing photos are still online and look like an accurate representation of the current state of the home, so we don’t need to take any photos at this time.

Here is what to expect next: The Bridge Buyers and any other interested buyers will be sending me offers directly. I’m told it can take between 24-72 hours for offers to come in. I will be keeping in touch with the buyers to ensure they have all of the information they need to make an offer on your home. Remember, these initial offers are free, with no obligation. We will be able to review their offer amount as well as all of the associated fees that are involved.

CUE: TWO DAYS LATER -- Agent calls Mr. Analytical

**Agent:** Hi Analytical Alice! I hope your week is going well. I wanted to let you know that I just forwarded an email your way. It includes an attachment. That report is a side-by-side comparison of the Bridge offer we received on your home, next to what it would look like to sell your home on the Open Market. Do you have time now to discuss this Bridge offer?

**Analytical Alice:** Sure thing! Let me pull up the email you’re referring to. Will you walk me through what I’m looking at?

**Agent**: Yes, let’s start with the left-hand side. This lists out the fees associated with an Open Market sale. Keep in mind, Open Market will involve staging, open houses, showings, and some minor preps such as painting. You can avoid this by choosing a Bridge option and moving into your new home prior to listing and selling your existing home on the Open Market. If we look at the EasyKnock offer, you will net an additional $XXX. We may be able to offset the fees associated with Bridge even more if you receive an over-asking, as-is offer on the Open Market.

**Analytical Alice:** Wow! I’m definitely interested in moving out of my home before having to do any painting or staging. That would make my life a lot easier.

**Agent**: You can see that the EasyKnock offer came in at $XXX,XXX

I think this Bridge offer is going to be the best selling solution for you. It will allow you to net the most on the open market, but also have a convenient, hassle-free way of selling. I would like to schedule a three way call with you and our EasyKnock advisor. They will be able to walk us through this offer and a true purchase agreement, and they can answer any questions you may have. When are you available for that call?

**Analytical Alice:** I will send you my availability later today!

### **Open Market**

**Client Persona** - Maxine Dollar (Bridget)

* Single homeowner, no pets or kids
* Looking to maximize net proceeds
* Flexible timeline
* Interviewing several agents

**Property Details**: 2371 Brook Hollow Cove, Memphis, TN 38119, USA

* $375,000 Market Value
* Pristine Condition
* Updated Kitchen & Master Bathroom

Set the stage….

**Agent is at Maxine’s house for a listing appointment…and knows she’s interviewing lots of agents because another top producer just left the house as Agent walked in.**

**Agent:** Now I’ve got a lot that I can show you today, but before we get started, tell me what questions you have for me?

**Maxine Dollar:** I am excited to see what you have for me. I have had friends tell me about selling their homes and they are getting handwritten letters from buyers and multiple offers. I am really hoping to capitalize on the market as I will need this extra money to help pay for my mother’s healthcare.

**Agent:** Yes, the market is a seller’s market and with the help of my [Your Brokerage Name] Selling Solutions Program, I can present you all selling solutions and make sure you pocket as much money as possible.

You may have heard about alternative selling options, specifically Bridge Buyers. Now this is not your traditional bridge loan. It will allow you to secure your next home before having to move out of this one, removing that fear of being homeless or having to make the stars align on the closings. I thought you’d be interested in getting a sense of what those offers might look like, are you?

**Maxine Dollar:**

I can only imagine what something like that would cost? I have looked into bridge loans before and the rates just didn’t make sense.

**Agent:** You are correct, there are additional fees when working with Bridge Buyers, but I have had several clients offset those fees thanks to the flexibility the program provides, sometimes they even pocket more money than the open market!

Let me pull up my [Your Brokerage Name] Selling Solutions tool and I can show you estimates of what those offers could look like and their associated fees.

|Open your Offer Optimizer|

**Maxine Dollar:** I’ll have a look, I am not really sure what my next steps are and if I’ll purchase a home but I am considering. What will you need to show me estimates?

**Agent:** It’s super simple, I already have everything I need. Let me show you, all I do is enter property address, approximate home value, as well as select the condition of your home

And remember this is just providing estimates, so we can look at all selling solutions and discuss what will put the most amount of money in your pocket.

CUE: Enters 2371 Brook Hollow Cove, Memphis, TN 38119, USA

* $375,000 Market Value
* Pristine Condition
* Updated Kitchen & Master Bathroom

**Maxine Dollar:**

How are these estimates generated?

**Agent:**

Great question, these estimates are based on historical market data of past transactions. We have found that they are 98% accurate to the real offers you can receive.

CUE: Walk through OO

This is an overview of what it will look like to list on the open market. Based on local comps and research, I’m estimating your home value at $375,000.

You’ll see there will be a 3% seller agent commission and 3% buyer agent commission. This is standard in our market and outlined in our listing agreement.

The Preps & Repairs amount is just an estimate. I know you’ve just done renovations, have a new roof, and the home is in great shape but we will leave that amount just in case the home inspection were to present any small repairs.

Then the estimated closing cost. All totaled up for the cost of selling your home and highlighting what you could expect to net if you list with [Your Brokerage Name] on the open market.

**Maxine Dollar:**

Oh wow, that’s not bad! I only have about $180,000 on the existing mortgage balance.

**Agent:**

With some quick math you will net $165,000.

Let’s look at the Bridge option below. Remember this option allows you to sell your current home to a Bridge Buyer, lease it back for up to 12 months, allowing you to take 75% of your equity to make a strong, non-contingent home sale offer on your next home. There is another Bridge Buyer that will actually make a cash offer on your next home, allow you to move into that home and lease it back until this home is sold on the open market.

In the center section is where we outline the fees associated with Bridge Buyers. Their service fee is anywhere between 1-3%, I have also entered $380,000 to $425,000 for the price range of the home you are looking to purchase.

The Seller Agent and Buyer Agent commission is still reflected here, as I will ultimately represent the sale of this home on the open market after you’ve secured your next home.

Again showing estimated preps & repairs based on your property conditions. As well as estimated closing costs.

Totaling up to your cost of selling and showing your estimated net range here.

This net difference is showing the additional money you would spend should you utilize the convenience of a Bridge Buyer versus list on the open market.

**Maxine Dollar:**  That’s a pretty cool option. I had no idea that even existed. I appreciate you showing it to me. I’ll have to tell my friends.

However I am really in no rush to buy a home right now, I have the ability to live with my mother until the market calms down. We are also not sure if she will move into an assisted living facility and sell her home or if I will live there long term. Thanks again for showing me that. I think I’d prefer to list on the open market.

**Agent:** I understand. I just like to make sure my clients have the chance to view all selling solutions. I appreciate you letting me show you and yes, please share my information with your friends. The [Your Brokerage Name] Selling Solutions program is a really great tool I can bring to my clients.

Now let’s discuss next steps on how we are going to make you the most amount of money in the least amount of time!

**Maxine Dollar:** You gave me such a bigger picture of all of my options than the other agents I interviewed and I really appreciate it. I don’t need to interview any other agents, I’m ready to list on the Open Market with you.

**Agent**: Wonderful! I’m going to get your home sold. Here is my listing agreement, click hard. We’re making digital copies.

**~ 6 minutes**

### **iBuyer - Instant Sale**

**Client Persona** - Convenience Connie

* Mother of 2 young kids
* Looking to sell as-is, no time for repairs
* House is messy but in good condition!

**Property Details:** 4285 Birch Springs Ct, Cumming, GA 30028

* $400,000 Market Value
* Minor Repairs Required

Set the stage….

**Agent sent Convenience Connie an email with the Offer Optimizer report showing estimated offers.**

Email read: My brokerage has been innovating over the past few months. This pandemic has created changes for everyone, including the real estate market. We’ve come up with some new ways and options for selling a home! I’d love to tell you about our Selling Solutions program. When is a good time to chat?

**Agent is on a zoom call with Convenience Connie for a listing appointment…**

**Agent:** Thanks so much for replying to my email. I understand you’re interested in learning more about the selling options you have available.

CUE: Walk through OO

As you can see on this report, I estimated your home value at $400,000. The costs associated with an Open Market sale are highlighted in the middle. You’ll also notice there is a preps & repairs estimate. I agree this estimate is accurate for what it will cost to get your home ready for an Open Market sale. This would include fresh paint, refreshed landscaping, and a few minor repairs.

Your email indicated you’re looking to sell as-is, and do not have the time to get your home ready to list on the Open Market. I think an iBuyer offer can help you achieve your goals and get you to the closing table as quickly as possible. The iBuyers in your market all work a little differently, but I will be able to request all offers for free with no obligation. You can review the options before moving forward with any of the offers. Would you like me to get those offers for you?

**Convenience Connie:**

I am definitely interested. Will you represent me through the sale or will I work directly with the iBuyers? I have a friend who contacted Opendoor directly for an offer and they didn't have to pay an agent commission. Opendoor handled everything.

**Agent:**

I will still provide you with the representation and expertise you’d receive with an Open Market sale. I will communicate directly with the iBuyers, ensuring I keep your best interest in mind throughout the process. Keep in mind, the iBuyer is ultimately the buyer in the transaction. They will not have your best interest in mind, and if you're represented you will have to navigate the inspection process and negotiations on your own.

In order to secure those offers and represent you, we will need to solidify our relationship. This listing agreement states my fiduciary duties as your agent, for which you would pay me a selling agent commission at closing. I will send this over to you to review and sign. If you have any questions, please feel free to give me a call!

While we’re on the call now I’d like to capture your property information so I can request these offers once you have signed the listing agreement.

**Convenience Connie:** How long will this take?

**Agent:** It only takes about 5 - 10 minutes. Do you have the time?

**Convenience Connie:** Yes, I have about 10 minutes!

[CUE: Open](https://zavvie.com/crye-leike/offer-optimizer/) Property Profiler

**Agent:** I’ll share my screen here so we can walk through the questions together.

CUE: Enters 4285 Birch Springs Ct, Cumming, GA 30028

Click through the PP, Uncheck the boxes for Open Market and Bridge

click start, select 8z agent and enter details, do not select Listing Agreement signed

**Agent:**

* Enter agent and client information
* Primary Home

**Agent**: How many beds and baths?

* **Convenience Connie:** 4 bedroom, 2.5 bath

**Agent**: How many sq feet

* **Convenience Connie:** 3,256

**Agent**: What year was the home built?

* **Convenience Connie:** 2018

**Agent**: When did you purchase the home?

* **Convenience Connie:** 2019

**Agent**: 2 floors, correct?

* **Convenience Connie:** Yup! And a 2 car garage.

**Agent**: Do you know if any additions have been made?

* **Convenience Connie:** No, and the master is on the second floor. The basement is unfinished.

**Agent**: Your interior paint colors are neutral and in average condition.

**Agent**: Kitchen countertop material?

* **Convenience Connie:** Quartz, and appliances are stainless steel.

**Agent:**  Kitchen selections:

* **Convenience Connie:**
	+ Walk-in pantry
	+ Separate cooktop
	+ Built-in microwave
	+ Tile backsplash

It hasn’t been remodeled since it was built in 2018

It looks brand new.

**Agent:** Master Bathroom:

* **Convenience Connie:**
	+ Granite countertops
	+ Double Sinks
	+ Separate tub/shower
	+ Tile Shower Walls

It hasn’t been remodeled since it was built in 2018

It looks brand new.

**Agent**: Kitchen Flooring?

* **Convenience Connie:** Hardwood. They’re in average condition.

**Agent**: What type of flooring is in the main areas of the home, living room and dining room?

* **Convenience Connie:** Hardwood flooring. They’re also in average condition.

**Agent**: What type of flooring is in the bedrooms?

* **Convenience Connie:** All bedrooms have carpet, and it is in average condition.

The bathroom flooring is tile and it looks brand new.

**Agent**: Do any of the appliances need to be replaced?

* **Convenience Connie:** Nope!

**Agent**: Are there any issues with the home that you’re aware of? Such as plumbing, electrical, heating/cooling, windows, previous fire damage, foundational problems, previous flood damage?

* **Convenience Connie:** Nope! All appliances are only 3 years old and we haven’t had any major problems.

**Agent**: Does your home need substantial updates and/or repairs?

* **Convenience Connie:** Nothing major

**Agent**: Great!

**Agent**: It looks to me that you have lush landscaping in the front yard and backyard. The exterior looks brand new, and no fence. Would you say the roof is in average condition?

* **Convenience Connie:** I would say it looks brand new, it is only 3 years old.

**Agent**: Great! And the home doesn’t back up to a busy road, any commercial buildings, power lines, and railroad tracks.

We’re all finished! I see that the previous listing photos are still online and look like an accurate representation of the current state of the home, so we don’t need to take any photos at this time.

Here is what to expect next: Once I receive the copy of our listing agreement from you, I will continue the submission process for all iBuyer offers on your home.

The iBuyers and any other interested buyers will be sending me offers directly. I’m told it can take between 24-72 hours for offers to come in. I will be keeping in touch with the buyers to ensure they have all of the information they need to make an offer on your home. Remember, these initial offers are free, with no obligation. We will be able to review their offer amount as well as all of the associated fees that are involved.

CUE: TWO DAYS LATER -- Agent calls Convenience Connie

**Agent:** Hi Convenience Connie! I hope your week is going well. I wanted to let you know that I just forwarded an email your way. It includes an attachment. That report is a side by side comparison of the iBuyer offers we received on your home, next to what it would look like to sell your home on the Open Market. Do you have time now to discuss the iBuyer offers?

**Convenience Connie:** Sure thing! Let me pull up the email you’re referring to. Will you walk me through what I’m looking at?

**Agent**: Yes, let’s start with the left hand side. This lists out the fees associated with an Open Market sale. Keep in mind, Open Market will involve staging, open houses, showings, and some minor preps such as painting. I know you want to sell as-is, so let’s look at the iBuyer offers and how they compare. This will be a more hassle-free way to sell your home.

If we look at the iBuyer offer, you would net $XXX. Keep in mind this does not reflect the preps & repairs amount an iBuyer will likely request you pay at closing. You won’t be required to make any repairs, but it will be an additional fee to pay to get the convenience of the iBuyer sale.

I think this offer is going to be the best selling solution for you because it provides you with the convenience you’re looking for, and will close quickly.

**Convenience Connie:** Wow! I’m definitely interested in an instant cash offer with a quick close. I truly don’t have time to deal with decluttering, staging, and any preps and repairs. This would make my life a lot easier. How do I find out what the preps & repairs will be?

**Agent:** I’ll contact the specific advisor for this offer. They will need to do a home inspection prior to sending over the final offer. I’ll be in touch with their availability and work with you to arrange a time.

**Convenience Connie:** Awesome, let’s get this process started!

**~ 17 minutes**