

The C.M.A. Presentation

4. (Name) at the end of my presentation tonight ... one ... of three things will happen ...

#1 ... You'll have the opportunity to ... list your home with me ... or ...
#2 ... You'll decide not to ... list your home with me ... or
#3 ... I'll decide not to take your listing ... any one is fine ...
5. Let's quickly take a moment and review the questions I asked you over the phone ...

A) You said you were moving to _____ right?
B) You said you were moving because _____?
C) You said you had to be there by _____ ... correct?
D) You would like to price your home at _____ ... right?
E) And ... you said you owe _____ ... is that right?
F) Now ... you weren't planning on selling it yourself, were you? Terrific!
G) You did (did not) want your money out ... correct? Wonderful!
6. Now ... there are only two issues we have to look at tonight ... number one ... your motivation to ... sell this home ... and ... number two ... the price we set on your home ...
7. I've prepared what we call a Comparative Market Analysis ... There are two parts to this research ... Part one ... we call ... fantasyland ... what homeowners list homes for ... part two ... we call ... reality ... what real estate agents list and sell homes for ... We're going to have to ... decide tonight ... where you're going to spend your time ...
8. The purpose of the Comparative Market Analysis...is to determine the value of your home...in the eyes of a **buyer**... Do you know how **buyers** determine value?
9. Buyers determine value by comparison shopping. They look at the price of your home based on its features and benefits, and compare it with the features and benefits of similar homes that have sold recently or are currently on the market. Does that make sense?

10. For example ... if you were going to purchase a new car ... and one dealership had a car for \$20,000 ... and another dealership had the same car for \$20,000 ... but ... it had a CD Player and fancy rims ... Which car would be more valuable? ... why?
11. What if the first dealership ... put the car with **NO** CD player and rims ... on sale for \$15,000 ... Which would be a better value then? ... why?
12. So ... you can see ... that if you want to increase value:
- (a) Lower the price ... or ...
 - (b) Have more features and benefits ... for the same price ... Does that make sense?
Good!
13. So ... unless you are planning to add more features and benefits to your home ... Are you? ... (No ...) **price** is the only issue ... Can I show you what I mean?
- (a) This home is just like yours ...
 - (b) How many bedrooms?
 - (c) How many baths?
 - (d) How many square feet?
 - (e) Do you know this neighborhood?
 - (f) Have you seen this house?

(Based on the features and benefits of the home tell them)

- 1. Your house is better
- 2. This house is a little better than yours
- 3. This house is very similar to yours

(Justify why you said that by comparing their features and benefits)

- (g) What price are they asking?
- (h) Look how long it's been on the market?
- (i) You need to be in _____ by _____ ... right?

14. What price do you feel we should use ... to create value in the eyes of the buyer ... and get someone to decide to buy your home versus the competition?
15. Now that you've seen these prices ... I'm going to recommend a price of \$_____ ... will you (name) ... list your home with me ... for that price tonight?
16. All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?