



Selling New Homes vs. Resales

– Which is best for my client?

State CE Requirements; You must be *in the classroom* and engaged during the session. The Instructor does have the authority to deny CE for any student that is not participating or who is being a distraction/disturbance to the class. You must *sign in* and *time in*, as well as out for the session. Please be sure your name is legible and spelled correctly or the roster for the R.E. Division will not be correct.

Course Objectives: As a result of this session, attendees will be able to clearly distinguish between Agency relationships e.g. a *normal* resale transaction vs. a Referral relationship e.g. how a Builder perceives the introduction of the client to their tract. Agents will understand the HERS – Home Energy Rating System – which may make the difference in “*cost of ownership*” vs. “*monthly payment*”. Finally, a review of important contract clauses will allow the Agent to ‘Protect and Promote’ the interests of their Customer/Client or Referral Prospect.

The four questions---

- 1) Where are we _____
- 2) Where do we want _____
- 3) How will we _____
- 4) How will we know? What will we measure? How often will we measure it? Who will be doing the measuring?

What is a “Motivational Interview”?

So, in line with the first question – who here has sold more than **THREE *new homes*** in the past 6 months?

Did your Buyer/Client look at both NEW & Resale?

Did they *take you*, or did you *take them* to the New Home?

Were they buying **lifestyle** or something else?

A few thoughts about **AGENCY**

NRS 645.252 Duties of licensee acting as agent in real estate transaction.
A licensee who acts as an agent in a real estate transaction:

1. Shall disclose to each party to the real estate transaction as soon as is practicable:

What’s the difference between a “Customer” and a “Client”?

What’s the difference between “Adverse” and “Competing” interests?

So, WHAT is a ‘transaction’?

Did you – as soon as is practicable – complete a “Duties Owed” form?

Now you have a ‘transaction’! You must keep records and turn them in to your Broker.

Does the ‘Duties Owed’ form create an Agency relationship?

Remember that ‘Agency’ is consensual.

Did you discuss ‘sensitive’ issues e.g. their **finances**?

Did you, at any time, give them ‘*advice, guidance or counsel*’?

If you **act** like their agent – ***are you*** their agent?

How strong is your “Product Knowledge”?

Do you know the average price/sq. ft. on a New Home?

The average price/sq. ft. on a resale?

What is an “Accusation Audit”

Who's in control of the conversation?

How Good are your questions?

The SEVEN Questions!

EPS – Equal Professional Service = Systematic Procedures

Keep you in compliance with Fair Housing Issues

Stock Questions

- 1) If it *saved you some time*, would it be O.K. if I asked you some questions? (**Poverty of time?)
- 2) How many homes have you actually seen so far? Tell me about those properties, what you liked and didn't like. How did you find them? What web sites have you been on? Are you using any APPS?
a. Paradox of CHOICE!
- 3) Would you have time to *look at some properties* today?
- 4) So I show you the right properties – I need to ask, will you be paying cash, or financing?
- 5) (If financing!) Have you spoken with a lender or gone on-line about financing? If I had a lender that had ZERO closing costs – would you want them to call you?
- 6) How much did you want to put down? How much were you wanting to pay MONTHLY?

Based on what you've told me, at today's interest rates, those amounts put us at about _____ -

- 7) Have you seen any *new homes* in that price range?

If they have seen other property...it opens a whole new line of discussion.

The ORDER of Showing

- 1) New Homes ***How much is "THE GAP" - & Who says?**
 - a. It's a HUGE TIME SAVER – and they learn *VALUE!*
- 2) HUD/VA/HomePath/HomeSteps/Auction.com
 - a. If you don't – someone else will!
- 3) Your OWN listings – if the broker allows L.A.F.B.
 - a. It's a CONTROL issue!
- 4) Someone from your S.O.I. that has been *thinking* about selling – OR SOMEONE that has lived in their house a while!
- 5) FSBO's *if they fit*
 - a. Do NOT discount your fee – they need you more than you need them!
- 6) Expireds
- 7) Your OFFICE listings – the *swing* is TWO?
- 8) O.B. – Other Broker/MLS properties *180% theory?
- 9) Target Farming/Event Farming – I really do have a buyer...?

Buyers live in the PAYMENT, not the price! And *part* of the payment is Utility costs and R&M...

How much do you need to know about New Construction and Building Techniques

Leaking – how 'tight' is the home? ****Air Exchange?**

GREEN – LEED ratings. (LEED is actually for Commercial)

The LEED (Leadership in Energy and Environmental Design) is a ratings system that certifies buildings as meeting established standards of energy sustainability and environmental friendliness, both in their interior environments and in their effect on the surrounding ecology.

Student Outline

There are 110 possible points in the LEED rating system, and the awarding of those items by the GBCI is determined by a checklist of qualifications against which a building project is evaluated. In addition, there are a few prerequisite items that a building must meet to qualify for **LEED certification**, regardless of how many checklist items it merits.

The first 100 checklist points are divided into five different areas:

1. Sustainable Sites
2. Water Efficiency
3. Energy and Atmosphere
4. Materials and Resources
5. Indoor Environmental Quality

An additional ten bonus points are given for Innovation and Design (creative solutions to environmental problems) and Regional Priority (special qualifications uniquely important in the region where the building project is located), raising the total potential score to 110 points.

Energy efficiency – possibly the great equalizer

Interestingly, we haven't built a new Power Plant in the U.S. for many years. Why not?

HERS – Home Energy Rating System

The U.S. Department of Energy has determined that a typical resale home scores 130 on the HERS Index while a standard new home is awarded a rating of 100.

- A home with a HERS Index Score of 70 is 30% more energy efficient than a standard new home
- A home with a HERS Index Score of 130 is 30% less energy efficient than a standard new home

Some of the variables included in an energy rating are:

- All exterior walls (both above and below grade)
- Floors over unconditioned spaces (like garages or cellars)
- Ceilings and roofs
- Attics, foundations and crawlspaces
- Windows and doors, vents and ductwork
- HVAC systems, water heating system, and your thermostat.

Appliances have been rated for years – the next generation...

Let's talk about "Solar" – Battery/Storage issues!

****What EXACTLY is a Smart Home?**

Builder warranties and Gaming Map overlays

Builders have special warranties and disclosures they need to present. The Gaming Map overlay waiting period can be waived? ****Can you get an Extended Private Label Warranty?**

Some thoughts from Brian Frabielle – *Who=?*

1/3rd STANDING (or SPEC) INVENTORY – 1/3rd In Production – 1/3rd Build it the way you want it!

Standing ***may*** be in MLS. Do you want to show the models when there is Standing? The Standing may even be finished w/Washer & Dryer!

Why did Lennar go EI?

Introducing Clients to the New Home arena

Do you have a LIST of the Builders and their Current tracts? -- R.J. Resource;

<https://www.reviewjournal.com/homes/new-homes/>

This first one is a Search Portal

January 2019:

<http://flipbooks.reviewjournal.com/NewHomesGuide/index.php#page/1>

This one is the digital copy of the Magazine

Which Builders have a Concierge Service?

A well trained on-site agent will have a series of questions. Builders are excellent in training their Sales staff in this area.

****Be sure and send them a “Thank You” note after showing – because no one else will! And, when they have a ‘fall through’...**

Do NOT open the conversation with the Sales Representative with
“What are your incentives?” –

****Two Schools of Thought here...**

- 1) Show Up & Shut Up – let the Builder Rep do their magic
- 2) Earn your commission – What is the PLATINUM rule?

OK, I get it – you want me to *earn* my commission – AND if you are writing an offer and *can not* help with the questions – would it be O.K. with my recording your presentation and then I’ll listen to it in the car a couple of times before I bring the Clients...

Allow the Builders On-Site representative to *show* your prospect the property. Listen carefully to how they *‘build value’*. They may discuss the Builder’s track record, financial strength or longevity in the market. They may discuss Energy Efficiency and talk about **home ownership** costs.

First – find out if the product *fits* the client’s needs and if it’s something they can see themselves living in.

Key Factors!!

Do they have **standing inventory/quick delivery?**

Do they LIST that inventory in MLS?

Do they have an e-mail list of “Special Agents”

If they HAVE a “Concierge service” – How does it work? Can you ‘*call it in*’? Ph. # _____

How long is a Registration good for and can it be renewed via phone? ***IF*** ANOTHER AGENT has them registered, when would you find out?

Would the Client get a ***BETTER DEAL*** if they were NOT represented by a Co-op agent?

Can the client use their own lender? What incentives to they give up?

What to watch for on a Builder Sales Contract

Is it Earnest Money, or is it a Deposit? What’s the difference?

How long before my Offer is actually **accepted**, and we move into the ‘Under Contract’ stage? Does the Builder only look at offers a certain day/time of the week?

Is there a “Transaction Fee” or other similar cost in the contract?

What is the average amount spent on upgrades?

Does the Salesperson do a ‘Net Sheet’?

What happens IF/WHEN the house is ready EARLY?

What happens IF (***when***) the house is NOT ready on time?

If the Buyer gets transferred, or sick, prior to closing – what would happen?

Can I have a Home Inspector do my walk through?

The Shootout – Class discussion on the Pros and Cons of each Market – tailored to individual Buyer/Clients

Let's switch gears! Selling!

N.L.P. – Are you paying attention?

Visual “I SEE what you mean. Show me... Let's look...”

Auditory “I HEAR you. Sounds good... Tell me about...”

Kinesthetic “I FEEL the best about this one...”

Digital “Can we talk NUMBERS?”

What Generation are they? Why does it matter?

What about *birth order*? Are they an ONLY child? Middle child?

What kind of car do they drive and what does that tell you?

Meta Programs...& Psychographics

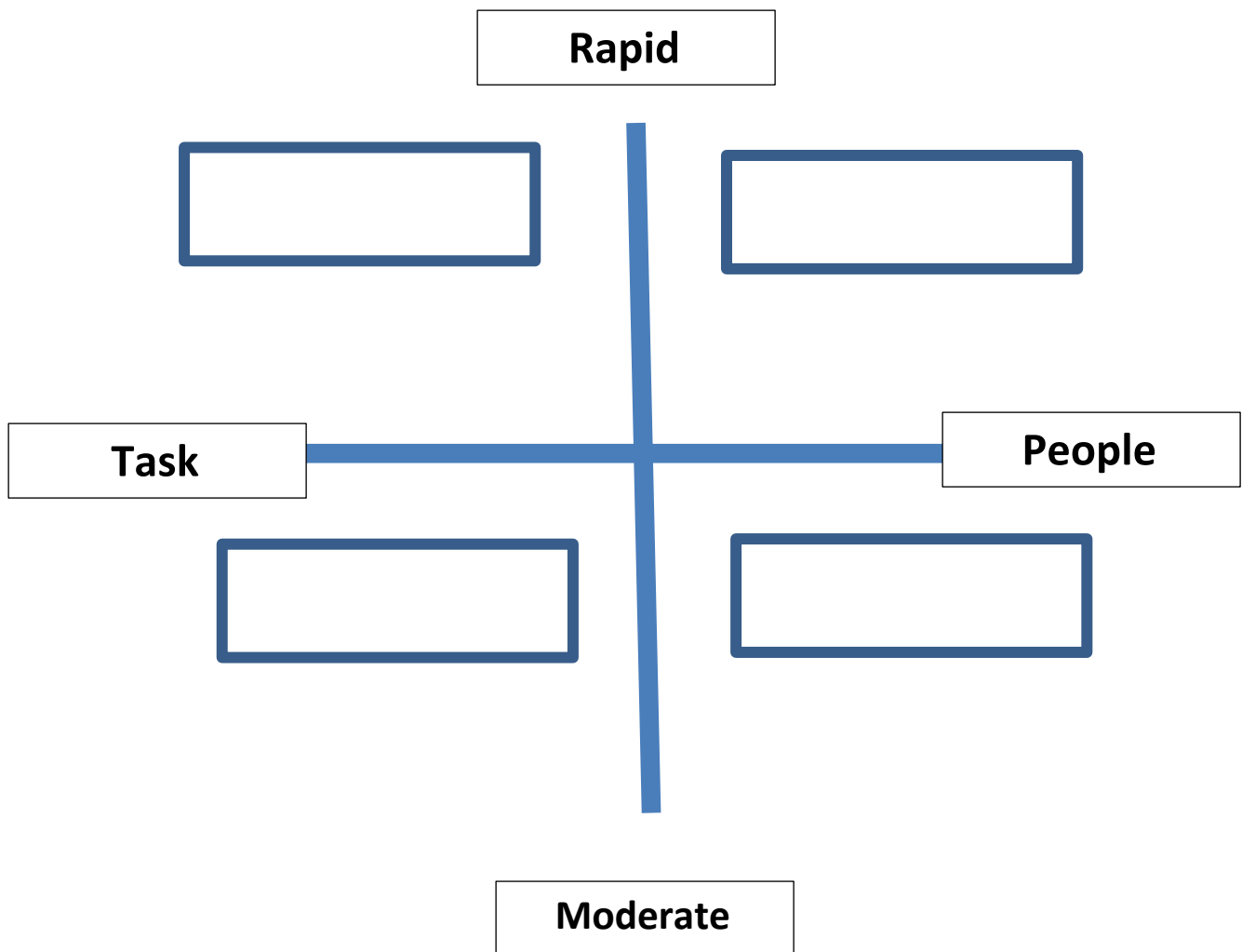
Decision Making Protocol

Nickel - Dime - Quarter – Write down the RELATIONSHIPS you see with the three coins.

The *Five* Love Languages by Gary Chapman

Monroe's Motivated Sequence

Attention, Need, Satisfaction, Visualization, Action



What is the best question to ask to determine where the client falls on the DISC profile?

_____?

Do you already know the #1 thing a Buyer wants from their agent?

**Reference the NAR (Annual) Home Buyer/Seller Profile

#1 – Help finding _____ house.

#2 & #3 – Help _____ - _____ & _____

What was the last book you read or audio program you listened to on this topic?

BATNA – stands for B _____ A _____ To N _____

A _____ - What happens if we **don't** get this house?

Switch Cost?

Satisficing? The Nobel Prize in Economics

The “Ben Franklin” close...

The “Reduce to the Ridiculous” close...

The Buyer Counseling Session – Questions and Answers

Keller Williams is really big on “Lead with curiosity.”

Buyers Questions – Is there a better way to ask the following?

“If it saved you some time, would it be alright with you if I asked a few questions?”

1. So that I SHOW you the right properties – will you be paying cash, or financing?
 - a. If FINANCING – have you spoken with a lender yet?
 - b. How much of your savings did you want to put down?
 - c. What monthly payment were you hoping for?
 - d. Based on THAT down payment and monthly – that puts us at a Price Point of approximately \$_____, have you seen ANY homes in that price range?

Student Outline

2. If we found the PERFECT home for you today – what would you need to get in place to be able to insure that no one else gets it? Anyone you'd need to talk with?
3. If there was a home you liked – but you didn't like the neighborhood – would you consider it?
4. If there was an *ideal time* for you to be in your new home – what would that be?
5. Would you *be willing* to "THINK LIKE AN INVESTOR"?
6. Tell me about your most recent home buying or home selling experience. ****This one is BIG! Spend LOTS of time here! Ask lots of clarifying questions...**
7. Do you have a home to sell before you purchase your next? Yes () No ()
Is it currently on the market? Yes () No ()

What is the name of the company representing the sale of your home?

_____ Agent Name _____ Phone _____

8. Are you currently in a lease or renting? Yes () No ()
9. Do you already have an area you are most interested in?

10. Have you visited any new homes or models? Yes () No ()
Home builders that you like: _____
11. Tell me about the home are you living in currently? _____
12. What size home would you like to live in next? _____
13. Do you have any special requirements that need to be met?

14. How many family members will be living in your home? _____
15. Is lot size important? Yes () No ()
Please explain: _____
16. Are trees important to you? _____
17. Are views important to you? Yes () No ()
18. Is proximity to your work important to you? Yes () No ()
19. Many homes in our area have "special features." Please check those that may be important to you and your family.

Student Outline

Game Room () Media Room () Jacuzzi Tub () Special Master Bath () Fireplace () Pool ()
Fenced Yard () Sidewalks () Gated Community () Walk-in Closets ()

Please describe briefly the features of your present home that you particularly like or dislike.

****I've asked you LOTS of questions so far. Are there any questions YOU'D like answered?**

State Elicitation as a STRATEGY!!

“You know how it feels when...”

Think about the LAST house you bought (or rented) – when was

What was it about that house that made you pick that one?

Was it something you *saw, heard, or just felt*?

Did you pick the MOST expensive, the LEAST expensive, or one in the middle?

How many did you look at and how long did the search take?

How did you know it was time to make a decision?

****References:**

Influence – the Psychology of Persuasion – Robert Cialdini

Hot Button Marketing – Barry Feig

Getting to YES – Fisher & Ury

Never Split the Difference – Chris Voss

Waiting for Your Cat to Bark – Brian & Jeffrey Eisenberg