GENSTONE
REALTY

Real Estate Vocabulary that Sets Us Apart

Owner vs. Seller

Property vs. House/Condo/Townhouse

Marketing a property vs. Listing a home/house

Initial market/price position vs. asking price

Repositioning vs. price reduction

Recent Market Data & Sales History report vs. Competitive Market Analysis

Properties on the Market and not selling vs. active listings

Buyer Pool vs. buyers

Conversation Guides vs. scripts

Practicing conversations and objection handling vs. role playing

Generating new business vs. prospecting

Ask for approval vs. ask to sign