GENSTONE
REALTY

Getting the Signature Workshop Summary

Getting Agreement Along the Way

To get from "Hi, I am *(name)* from GenStone Realty" to "I just need your approval right here," there is much work to do with potential buyers and sellers. At first, you need to establish a relationship with them and then move to where they trust you to handle one of their most significant transactions. The GenStone training prepares you to give helpful information confidently to gain that trust. With that trust, they will move through the process as you get minor commitments and decisions. Then, when it's time to "start the paperwork" and put their signatures on the documents you put in front of them, they will accept your invitations.

It's Done When Their Signature is on the Document

Our work to get listings and sales pays off when buyers and sellers put their signatures on the documents. How we prepare them to get to that point is the subject of all of our GenStone training. However, often buyers and sellers need a little extra encouragement when it comes to *"signing"* an agreement.

Sign vs. Approve

Old adages of *"sign your life away"* and *"don't sign something until you read the fine print"* linger in their minds. After your preparation for their *"approval"* of documents and answering any objections, never use the word *"sign"* when asking for their signature, like *"sign here"* or *"sign this."* It will detract from the encouragement we need to give them when they make the final decision. Instead, we'll give you several alternates when asking specifically for the signature on the document.

The Process with Owners

Once you get agreement from owners to allow you to show the GenStone Marketing Presentation, you need three decisions:

1. The first one you usually don't ask for directly. You proceed as if they have decided you are the right one to market their property to get it sold timely. The Marketing Presentation is more of an education tool than a sales tool. After you have educated them in a way rarely done by other agents, owners will be confident in you and your ability.

2. The next decision is selecting the right initial market position. If the owners agree that real estate is a commodity and correct pricing attracts the Buyer Pool in the first days on the market, that's the first agreement you need. Your review of the Market Data & Sales History report should allow them to have the right initial price position. You may have to do some additional explaining by going back over some slides in the presentation or overcome some objections covered in the *"Overcoming Seller Objections"* workshop. Their decision on the price is vital to getting the property sold

at the highest possible price. You might need to continue to point out correct information so they decide on the right market position.

3. The final decision is to commit to using you at the brokerage fee already entered on the listing agreement. There may be additional objections that you will overcome using your memorized objection handlers. After reviewing the listing agreement, it's time for the all-important signatures. Request it with one sentence.

There are three parts to your request to owners. Pick the ones you like best. You can mix & match!

The purpose	Their commitment	Where
To get the marketing started on your property,	*I need your approval*	*right here*
So I can get going on getting your property sold,	*I need your OK*	*on this line*
To get me to work on getting the most for your property,	*I need your go-ahead*	*here at the bottom*
To get us rolling on this,	*I need your permission*	*by the X*
I'm excited to do this. To get it in motion,	*I'd like your John Hancock*	*below*
I'll work hard to get it sold for you. So,	*I'd like your best signature*	*where it indicates*
I get started on this right away, so please	*put your authorization*	*there*

The Process with Buyers

There are decisions at the beginning and then at the end in working with buyers. You start with signatures on the exclusive buyer representation agreement and then work to match the buyers' needs with the right property. When the buyer finds the right one, then you need a signature on the purchase agreement.

1. Decision one by the buyers is selecting you as their buyer agent. After giving the Buyer Presentation, there are state-required agency disclosures that all buyers need to sign. Since those don't require a decision, have the buyers put their signatures on them first. Then follow up by reviewing the exclusive buyer representation agreement and ask for their commitment. As mentioned in the "Working with Buyers" workshop, the brokerage fee might be an issue until you go back to the Buyer Presentation page, where you discuss how we address the compensation issue. **"We give you the guidelines to receive all the benefits of representation and allow the seller to pay all the brokerage fee."** When they understand that, it eases the concern about paying a brokerage fee on the sale side.

2. When you know they have found the property that best suits their needs and wants, the next decision is what the offer price should be and other factors in the offer, including possession date and personal property. The "Working with Buyers" workshop explains the points you should make, including recent comparable sale prices. That decision is key to their securing the sale.

3. When it comes time to decide, the buyers need to put a signature on the purchase agreement to secure the property they now love. There are multiple reasons why buyers have concerns and even fears at that point.

- Is there a better one “out there” our agent hasn’t shown us yet?
- Do we need a family member or friend to see it so we don’t make a mistake?
- What if mechanical or structural issues exist we can’t see?
- What if we pay too much for it?
- Are we hasty in buying a house now?
- Are we making a commitment we can’t handle?
- What if the neighborhood isn’t as good as we think?
- Should we take more time to think about this?

Your responsibility is to ease their concerns and calm their fears. The *Handling Buyer Objections Conversation Guide* provides answers to some of the above. Also, mention the upcoming property inspection. Review what they wanted and how this property fits. When you know this is the best property for them available now, you are the one to give them some extra encouragement at this decision point in their life. You can urge them to do the right thing because you have developed their trust as you understood their needs and brought them to the property that best meets them. Finally, it’s to put a signature on the purchase agreement, so just ask.

There are also three parts to your request to buyers. Pick the one you like best. You can mix & match!

The purpose	Their commitment	Where
To permit us to present this offer,	*I need your approval*	*right here*
So we can get the owner’s decision on your offer,	*I need your OK*	*on this line*
To get you this home,	*I need your go-ahead*	*here at the bottom*
To send this offer to the seller,	*I need your permission*	*by the X*
I’m excited about this home for you. To get it going,	*I’d like your John Hancock*	*below*
Hopefully, we will hear good news, so	*I’d like your best signature*	*where it indicates*
I’ll get this to the listing agent right away, so please	*put your authorization*	*there*