

MAKE AND RECEIVE OFFERS

AIM FOR OFFERS THAT WIN

IGNITE POWER SESSION #9

Instructor Edition

In this chapter ...

- Write and present offers that win
- Get the best offers for your sellers
- Set the stage for a successful negotiation



Instructor:

Timing: 3 hours

Take-aways of this chapter:

This session covers the events taking place from initial offer to contract closing, and it is applicable to both buyer and listing agents.

IMPORTANT!

Daily Report Out – Instructor, it is important to the participants’ success that you do this every class! It is essential to the participant’s success to establish this habit and for you to hold them accountable.

- 1. Daily calls – every class will include Real-Play calls*
- 2. Write and present successful offers*
- 3. Receive offers that benefit your sellers*
- 4. Scripts you can use throughout both processes*
- 5. Set the stage for a positive negotiation*

*To make class time as productive as possible, **bring the following** to share with the class:*

- Completed offer-to-purchase contract forms (a copy for each Capper in Training)*
- Example CMA*
- Blank Seller’s Disclosure Statement*
- Blank offer-to-purchase contract form*
- Example Seller Net Sheet*

Remember that the participant benefits from doing the actual work in class with your guidance and support! You are the hero who helps them achieve!

Table of Contents

TODAY’S EXPECTATIONS5

ACTION REVEAL.....6

 Report Out – Daily 10/4.....7

GET YOUR HEAD IN THE GAME.....9

 The Offer9

MAKE IT HAPPEN – THE OFFER PROCESS11

 Representing the Buyer.....12

 Representing the Seller.....19

 Set the Stage for Positive Negotiation26

CUSTOMER EXPERIENCE FOCUS27

PUTTING IT ALL TOGETHER29

 Action Plan29

 Prepare for Your Next Class.....30

 Recall and Remember.....32

FROM AHA’S TO ACHIEVEMENT33

ACHIEVEMENTS OF THE WEEK34

ENHANCE YOUR LEARNING.....35

Today's Expectations

Cappers in Training

1. Learn how to present offers when you represent a buyer.
2. Learn how to receive offers when you represent a seller.
3. Practice scripts you can use throughout both processes.
4. Learn how to set the stage for a positive negotiation.

Ignite Faculty

To maximize your learning, your Ignite faculty is committed to:

1. Devote the majority of time on **activities** in class.
2. Role model what it takes to be highly successful. Guide and support the Cappers in Training by holding them accountable to their **Daily 10/4** and prework **Mission**, and during the phone call activity make calls along with the class.

Instructor:
Quickly list what the expectations are for the day.

Cover this page thoroughly and make sure everyone knows what's expected and has completed all Mission work.

Remember there are expectations for you too! Help participants be successful!

Be sure to review the videos in the Mission prior to class.

Instructor:

Hold participants accountable for this work.

Action Reveal

There are three parts to the Action Reveal.

When participants have a question about the Mission, before you answer, ask the class, "How would YOU answer that?" This is a good way to check for understanding and to reinforce participants learning from one another.


Ask questions (on the PPT) to ensure learning from the videos.

Ask for aha's from doing the Mission and working on their Daily 10/4.

Ask:

Did everyone bring their contact list and their laptop or tablet to work on?

1. Review **Mission** assignments and get questions answered.
 - a. Answer questions about any videos watched.
 - b. Provide your aha's from the Mission.
2. Announce your **Daily 10/4** activity results from the day before class and review leaderboard standings. Celebrate successes!
3. Make **Real-Play** calls in class.

IGNITE	Mission 9				
Complete this Mission prior to attending Ignite Power Session 9					
DONE ✓	<table border="1"> <tr> <td>1. Daily 10/4 – develop your lead generation habit</td> </tr> <tr> <td><input type="checkbox"/> Complete your Daily 10/4 daily!</td> </tr> <tr> <td><input type="checkbox"/> Write notes on the homes you previewed and bring to class to share</td> </tr> <tr> <td><input type="checkbox"/> Report out – be prepared to share your Daily 10/4 results in class</td> </tr> </table>	1. Daily 10/4 – develop your lead generation habit	<input type="checkbox"/> Complete your Daily 10/4 daily!	<input type="checkbox"/> Write notes on the homes you previewed and bring to class to share	<input type="checkbox"/> Report out – be prepared to share your Daily 10/4 results in class
1. Daily 10/4 – develop your lead generation habit					
<input type="checkbox"/> Complete your Daily 10/4 daily!					
<input type="checkbox"/> Write notes on the homes you previewed and bring to class to share					
<input type="checkbox"/> Report out – be prepared to share your Daily 10/4 results in class					
DONE ✓	<table border="1"> <tr> <td>2. Extend your learning</td> </tr> <tr> <td><input type="checkbox"/> Practice scripts with a partner</td> </tr> </table>	2. Extend your learning	<input type="checkbox"/> Practice scripts with a partner		
2. Extend your learning					
<input type="checkbox"/> Practice scripts with a partner					
DONE ✓	<table border="1"> <tr> <td>3. Follow up – with previous Power Session</td> </tr> <tr> <td><input type="checkbox"/> Complete activities from the Action Plan in the previous Power Session</td> </tr> </table>	3. Follow up – with previous Power Session	<input type="checkbox"/> Complete activities from the Action Plan in the previous Power Session		
3. Follow up – with previous Power Session					
<input type="checkbox"/> Complete activities from the Action Plan in the previous Power Session					
DONE ✓	<table border="1"> <tr> <td>4. Grow your database – with your current contacts</td> </tr> <tr> <td><input type="checkbox"/> Bring your prepared contact list and your laptop/tablet to the next Ignite class</td> </tr> </table>	4. Grow your database – with your current contacts	<input type="checkbox"/> Bring your prepared contact list and your laptop/tablet to the next Ignite class		
4. Grow your database – with your current contacts					
<input type="checkbox"/> Bring your prepared contact list and your laptop/tablet to the next Ignite class					
<small>*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.</small>					
					
<small>© 2019 Keller Williams Realty, Inc. Ignite v4.17</small>					

Report Out – Daily 10/4

Note: For help using myTracker, refer to instructions on the back of your Mission page.

Report on Your Daily 10/4 Activities

The **Daily 10/4** is your most important business activity!

Keep track of yourself and your fellow Cappers in Training and cheer their successes!

Capper in Training	10 Contacts Added	10 Connections	10 Notes	Homes Previewed
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
Instructor				
9.	<i>Have participants report on the Daily 10/4. This is to be done EVERY class!</i>			
10.	<i>1. Participants should have entered their activities into the electronic myTracker — show the leaderboard results in the classroom (on a projector if you have one.)</i>			
11.	<i>2. In addition, have each participant either fill in his/her numbers or you can fill the</i>			
12.	<i>numbers on a white board or flip chart that is displayed in the classroom.</i>			
13.	<i>Techniques such as competitions will promote productivity and comradery in the classroom—refer to your Ignite Instructor Tools for ideas and inspiration.</i>			
14.				

Instructor:
Remind participants that Real-Play is money-making activity done in the classroom with the support and guidance of you and fellow participants. Remind them that you are serious about them being successful in this business! Ask for results at the end of the call time! Celebrate successes!

Your Turn – Lead Generate for Business

Daily 10/4 Real-Play

1. Begin by saying an affirming message out loud.

“I enjoy helping people and they welcome my call!”

2. Use scripts provided in previous sessions for Mets and Referrals.

- Goal #1: Call for 20 minutes and make **contact** with as many people as possible.
- Goal #2: Always ask for **referrals** from each contact and offer your app.
- Goal #3: Secure an **appointment**.

Reminder: Comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

3. Record your results below and share them at the end of the call time.

Results

Name	Phone Number	App ✓	Referral Name	Result of Call
1.				
2.				
3.				
4.				
5.				
6.				
7.				

4. Write a note to two – three people you called to thank them for their time.

Time: 15 minutes

Get Your Head in the Game

The Offer

OFFER

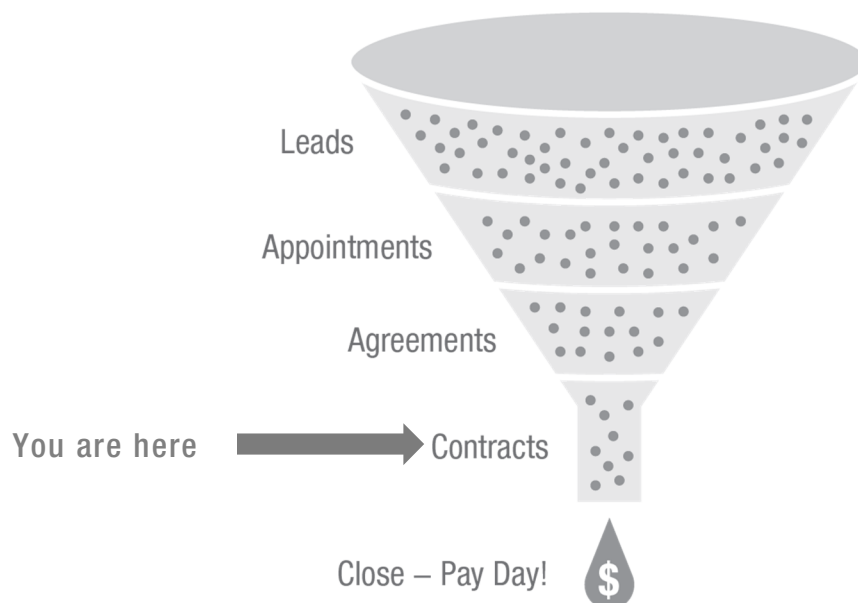
The process of moving from a buyer or seller agreement to a sales contract.

Arriving at the offer stage is an exciting and rewarding time for you and your client.

- If you represent the buyer, your searching has paid off and your client has finally found their new home.
- If you represent the seller, you've diligently marketed and prepared their property for sale and have received an offer from a prospective buyer.

This is the point where, for the first time, the buyer and seller are coming together. This is a major financial decision and can be a highly emotional experience for them both. Your goal is to bring them together and arrive at a sales contract in which both parties win.

As with every phase in the progression, you need to work quickly and carefully during the offer process, and this session will prepare you to do just that.

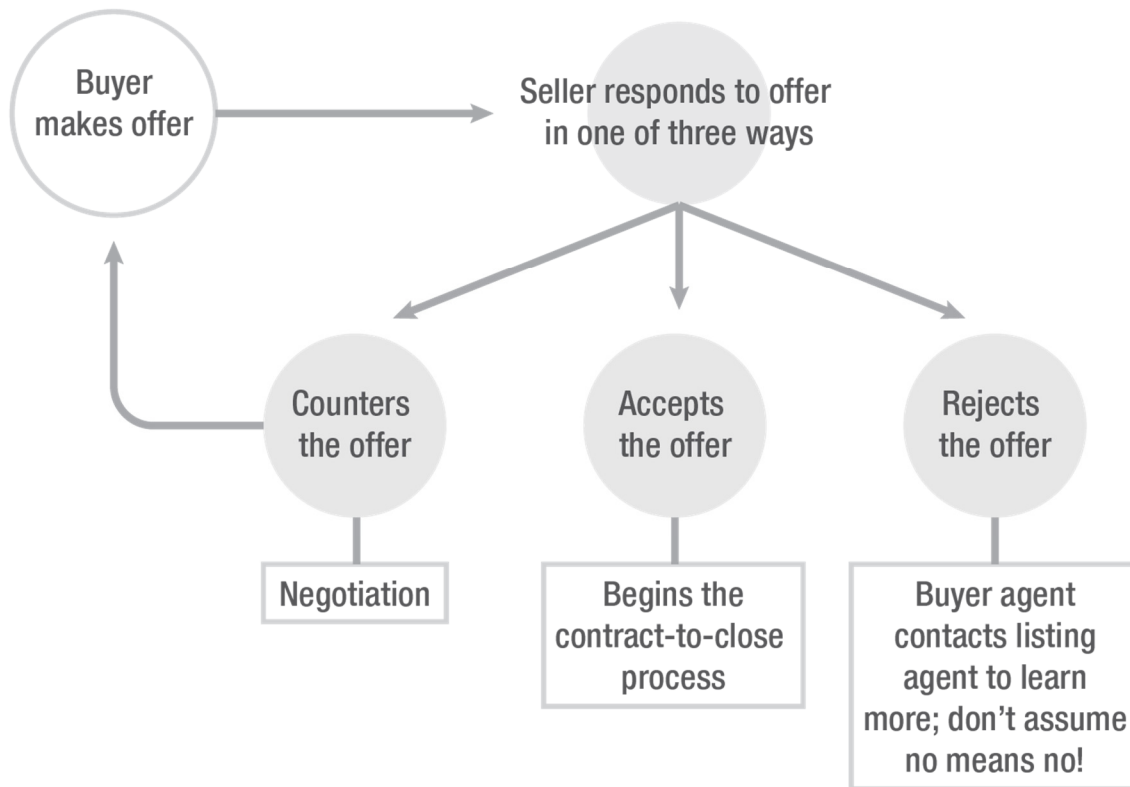


Instructor:
Explain that the offer is the first of several steps where agents are dealing with business instead of finding it.

Make It Happen – The Offer Process

When a buyer has found the home they want to purchase and the seller is looking forward to concluding the sale of their property, the fun and magic begins. Whether you are representing the buyer or the seller, this is another opportunity for you to shine as a real estate professional.

The overall offer process with both parties is diagrammed below.



Discussion: What emotions do buyers and sellers have at this stage?

Instructor:
Walk the participants through the offer process. Explain that this can be a loop, not just a linear process.

Remind them this is where their knowledge and negotiating skills come into play. Also patience!

Ask the discussion question.

Instructor:

Emotions are running hot with both parties. There is excitement, anxiety, impatience, etc.

Remind participants that as the professional representative, the agent must remain calm, reassuring, in control, and communicate everything to their client.

Representing the Buyer

Once your buyer finds a property they want to purchase, there are three actions you need to take:

1. **Prepare** to write the offer.
2. **Write** the offer.
3. **Present** the offer to the listing agent.

1. Prepare to Write the Offer

Before you write an offer, be sure you are fully prepared so you can work quickly and efficiently when you actually begin writing it. Use the checklist on the following page.

Which of the steps that can be completed well before the offer itself? All of them!

Checklist for Preparing an Offer

Obtain the buyer's preapproval letter from their lender. Your client's offer will be more attractive to the seller if a preapproval letter is submitted at the same time.

Produce a Comparative Market Analysis (CMA) to educate and inform your buyers.

Review the tax records for information about pricing history.

Ensure the property is still available before spending any time preparing an offer. Even if your MLS indicates the listing is active, contact the listing agent to let them know that your client is considering making an offer. If it's off the market, let your buyer know immediately and promptly begin the search for another home.

When speaking with the listing agent **build rapport and gather as much information about the seller and the property** as you can.

- € **Ask questions of the listing agent to discover what's important to the seller.** Find out their time frame and motivation for moving. This allows you to customize the buyer's offer to address the seller's most pressing needs.
- € **Inquire about the activity on the property**, such as the number of showings.
- € **Obtain a Seller's Disclosure Statement**, which provides details on any physical problems with the property of which the seller is aware.
- € **Find out if there are or have been other offers.** If so, what is their status or why did they fall through?

Instructor:

Tell the participants that when speaking with the listing agent, they need to build rapport. Any information they get from the listing agent may give them leverage.

Give examples of how you work with listing agents when representing buyers.

Instructor:

Talk about how you write offers. What do you include? What have you included in a cover letter? What impact have cover letters had in the offer process for you?

Show an example cover letter to the class.

Remind participants to not disclose private or confidential information about the buyers in a cover letter without the buyer's specific permission.

2. Write the Offer

Keep these guidelines in mind and use the checklist on the previous page as you write the offer.

- Ensure your buyer knows that all checks (e.g., earnest money) are written at the same time the offer is written and are deposited *upon acceptance*. This will vary by area; check with your Team Leader for specific guidelines.
- In myTransactions, obtain the appropriate offer-to-purchase form(s) for your area and add it to the buying loop, if it is not already included. Ask your MCA for assistance.
- Bring your laptop or tablet with you when you meet with your client to review the offer and respond online. If the seller is out of the area, you can still present the offer using eEdge and talk them through it by phone.
- When your buyer makes an offer, they are essentially selling themselves to the homeowner. A **cover letter** makes your client's offer stand out and serves the following purposes:
 - **Summarizes the offer.** Include a brief list with bullet points that capture the key items on the offer checklist.
 - **Humanizes the offer.** The sale of a home is more than just a transaction on paper—it's a major life event for the seller, buyer, and their families. Describe reasons why the buyer likes the house—include their favorite features—and write a short profile of the buyers. These activities help to foster a personal connection between seller and buyer, and increase the chances that your buyer's offer will be the one that is accepted.
- Create a buying loop and offer document, and invite your client into the loop. Then, when you meet with your client, they can review and e-sign the offer directly on your laptop or tablet. If they're out of town, all they need is Internet access to review and e-sign the offer.
- Use the email messaging feature in myTransactions to submit the cover letter along with the offer document.

Checklist for Writing an Offer

- € **Price and Terms:** Consult with your buyer to arrive at the most logical offering based on the CMA and items below.
- € **Seller's Disclosure:** Review this statement with your client to find out if there are any deal breakers.
- € **Conveyances:** Consider what items in the home will transfer or convey to the buyer. Typically, attached fixtures stay and movable items go with the seller. In some areas, the Seller's Disclosure Statement will specify which items convey. These items are often up for negotiation.
- € **Earnest Money:** The buyer makes a deposit to the seller to show good faith in the transaction. This earnest money is typically deposited in an escrow account that is jointly held on the behalf of the buyer and seller. Determine an amount that would be acceptable to both your buyer and the seller. In many markets, 2–3 percent of the purchase price is normal. Check with your Team Leader about how earnest money is handled. Do the same for option money (if applicable).
- € **Time for Seller Acceptance:** Be sure to specify the time for acceptance.
- € **Financing Terms:** Make sure the financing terms would be agreeable to your buyer and the seller.
- € **Buyer Preapproval Letter:** Include this letter from the buyer's lender when you submit the offer.
- € **Loan Approval:** Allow your buyer ample time to finalize their financing. Check with your Team Leader for the average number of business days to be expected.

Instructor:
Review the offer-writing process and add any tips for the participants.

Include any information specific to your area or state.

Talk about any issues you may have run into when you were new at writing offers.

- € **Closing Date:** Make sure that the closing date will work for your buyer, their lender, and the closing company. Tuesdays, Wednesdays, and Thursdays are the best days to close because they are in the middle of the week; therefore, you have an extra business day before or after if needed to complete the transaction

- € **Home Warranty:** Review any home warranty considerations.

- € **Repair Limits:** Focus on the items the buyer is most interested in repairing. Bear in mind that law regulates how much money the seller can give to the buyer. Explain the limits to your buyer.

- € **Special Clauses or Contingencies:** These are special conditions that must be met in order for the contract to close, such as a satisfactory inspection report or the buyer obtaining funding. Carefully write any special clauses or contingencies your buyer would like to include in the offer.

- € **Cover Letter:** Include a cover letter when you submit the offer.

Your Turn – Buyer Offer Objections

Role Play Objection Scripts

With a partner, practice these scripts for overcoming common obstacles to writing offers.

When the Buyer Wants the Seller to Make Repairs

SCRIPT

Mr./Ms. Buyer, until you have a physical inspection, we will not know how much these items will cost, and we could find additional repairs we may want to negotiate. Consequently, you have three choices:

1. You can offer the seller less money now to compensate for these items.
2. You can ask the seller now for a credit to repair these items using your own contractor.
3. Or, I usually advise clients to wait for the physical inspection and negotiate all repair items at one time.

How would you like me to negotiate this offer on your behalf?

Instructor:

Break participants into groups of two.

Walk around the room to ensure that all groups are performing the activity and to answer any questions that may arise.

When the Buyer Wants to Make a Low Offer

SCRIPT

Mr./Ms. Buyer, there are three ways to negotiate a transaction.

1. You can make a low offer and run the risk of the seller rejecting it or countering back at full price to compensate.
2. You can make an offer closer to the asking price and be less flexible if there is a counteroffer.
3. If you really want this home and are concerned that another buyer may purchase it, you can make a full-price offer and give the seller what they want.

It's your choice. How would you like me to negotiate this offer?

Ask for aha's at end of practice.

Time: 5 minutes

3. Present the Offer to the Listing Agent

Instructor:

Tell participants that for their first few offer documents, they should ask their Team Leader, Productivity Coach, or ALC member to review them before submitting to the listing agent.

1. Call the listing agent immediately to let them know an offer is coming.
2. Using eEdge, invite the listing agent into the buying loop, and submit the offer for their client's review and electronic signature.
3. Request a reply within the shortest amount of time your market will allow.
4. If the seller counters, consult with your buyer to either accept the counteroffer or re-counter the offer.

At this point it's important to remind your buyer of current market conditions.

When your buyer's offer is countered and your buyer wants to re-counter, it is important that they have the proper perspective.

SCRIPT

Mr./Ms. Buyer, by countering the seller has essentially just sold you the home for \$200,000. If we counter at \$195,000, it allows the seller to walk away from you or accept another offer in the interim. It is the risk of selling away your dream home for only \$5,000. Are you OK with that risk?

Representing the Seller

When a buyer makes an offer on your client's property, there are four actions to take:

1. **Receive** the offer.
2. **Gather information** about the buyer.
3. **Present** the offer to your client.
4. **Respond** to the offer.

1. Receive the Offer

First, thank the buyer agent for the offer. If you know or even think there may be other offers coming in, tell the buyer agent at this time—this will create urgency. Then, review the offer for accuracy and completeness, using the checklist on the following page.

2. Gather Information About the Buyer

Aim to learn as much about the buyer and their motivations as possible. Ask the buyer agent questions such as:

- How long has the buyer been looking?
- Have they been preapproved by a lender?
- Do they have anything to sell?
- If they are from out of town, why are they moving to this area?
- Why did they select this particular property?
- How did they come up with their offer price?
- Have they made offers on any other properties? If so, what happened on those negotiations?

The more you know about the buyer, the better prepared you and your seller will be to respond. If necessary to counter, the goal is to respond to the buyer with a high likelihood of knowing how that response will be taken.

Checklist for Reviewing an Offer

- € **Address:** Be sure that the address is for the correct house!
- € **Price:** Check to see whether the offer falls in the range of the seller's expectations.
- € **Earnest Money:** Make sure the earnest money amount specified is acceptable to the seller. Check that the earnest money plus the balance of the down payment, plus the loan, equals the purchase price. Also review the option money (if applicable).
- € **Time for Acceptance:** Check to see how long your seller has to respond. Be sure to get the content initialed by your seller if you go over the time limit.
- € **Preapproval:** Verify that the buyer is preapproved by a lender.
- € **Loan Approval:** Be sure to have a specific date for formal and final loan approval.
- € **Financing Terms:** Make sure the financing terms are agreeable to the seller.
- € **Closing Date:** Make sure the closing date on the offer will work with your seller's schedule.
- € **Home Warranty:** Review any home warranty considerations.
- € **Conveyances:** Go through the appliances and fixtures requested by the buyer with the seller. Be sure all of them convey.
- € **Repairs:** Review requested repairs with the seller.
- € **Special Clauses or Contingencies:** Carefully review any terms relating to closing costs, requests, etc.
- € **HOA, Seller's Disclosure and Mold Disclosure:** Make sure the seller has completed these documents. Have the seller sign or initial the documents where appropriate. Be sure to check that the buyer has initialed and signed in the appropriate places as well.
- € **Possession Date:** Negotiate the date the buyer will take possession after closing to allow your seller sufficient time to vacate and clean the property, if possible.

3. Present the Offer to Your Client

You have received an offer from the buyer's agent and have reviewed this offer to make sure there are no questions or surprises. Now it is time to present the offer to your client.

- First, call your client to let them know you have an offer to present. Inform them of the offer price and closing date.
- If possible, present the offer to your client in person. Bring your laptop or tablet with you when you meet with your client to review the offer and respond online. If the seller is out of the area, you can still present the offer using eEdge and talk them through it by phone.
- Keep the tone of the conversation as positive as possible at all times. Never criticize the buyer, their agent, or their offer.
- Explain the offer. Discuss the days on market, number of showings, and review an updated CMA to put the offer in perspective for your client.

INSTRUCTOR:
Pass around your example of a seller net sheet for participants to review. Recommend a source for them to download and create their own net sheet template.

Reach a Decision

Reach a point of positive agreement with your client on how they will proceed. Explain that they have three choices:

1. **Accept the offer:** If the offer is reasonable, they may accept the offer on the spot. Remind the seller that if they accept the offer, the property is sold at that point.
2. **Counter the offer:** Consult with your client to determine a reasonable counteroffer amount. Write the counteroffer amount on the contract or prepare a counteroffer form and have the seller initial it.
3. **Reject the offer:** If the offer is unreasonable, the seller may reject it. The seller may or may not decide to invite the buyer to submit a new offer.

Instructor:

Break participants into groups of two.

Walk around the room to ensure that all groups are performing the activity and to answer any questions that may arise.

Ask for aha's at end of practice.

Your Turn – Presenting Offers

Role-Play Scripts for Presenting the Offer to Your Seller

With a partner, practice the scripts on the next two pages for presenting offers.

Present the Initial Offer to Your Seller

SCRIPT

Good morning/afternoon, it's _____ (name) with Keller Williams Realty. We have an offer here for your review. I'm going to go through the offer with you — is this a good time? Now, the offer they came in with is \$_____ (offer price). They're putting \$_____ as earnest money and ____% as the total down payment. They want to close on _____ (date) and they're asking for _____% in repair limits. What do you think?

Present a Low Offer to Your Seller

Never criticize or show a negative attitude about a low offer. Present all points of agreement first before discussing pricing or other disagreements.

SCRIPT

Now, that's lower than our asking price, but it is an offer so we need to decide what you would like to do.

Recommend That Your Client Accept the Offer

SCRIPT

I will urge you to consider this offer very carefully and consider the value of meeting your moving goals; in the long run, meeting your overall goal of selling your home is the more critical need, correct?

Your property has been on the market now for ____ days, and the average time on market for this area is ____ days.

Buyers are going to look at this same data, they're going to see that your neighbor's house sold for only \$_____, and the house around the corner sold for \$_____. They're going to want to pay fair market value compared to these other sales.

If you accept this offer, the probability of closing and meeting your goal is 100 percent. You want to meet your goal, right?

Recommend That Your Client Make a Counteroffer

SCRIPT

We look at any offer as a positive thing, initially. We always recommend a counteroffer instead of rejecting an offer. It may be that we can negotiate this up to where we need it to be. Let’s put together a solid counteroffer. We need to get it back to them quickly to keep things rolling and see if we can make this offer work.

I think the thing to focus on here is the price you want to get for your house. Putting this offer aside, if you could get this home sold and closed in thirty days, what would you feel comfortable selling it for today? Let’s put together a counteroffer that would put us in the range where you feel comfortable.

Remember, not all offers are going to work, but it is a good sign that we’re getting an offer. You’ve made this person’s list as a house that they thought was one of the best homes for the money. I’ll call the other agent, and ask them how they came up with that price.

Time: 15 minutes

Aha’s from Activity

- _____
- _____

4. Respond to the Offer

Once you and your client have made a decision on how to proceed based on the offer you have received, you will need to respond to the buyer agent.

- Notify the buyer agent of your seller's decision. If you are presenting a counteroffer, prepare the document in eEdge, then present it in person if possible. Request a reply within 24 – 48 hours or the shortest time customary for the market.
- If the buyer accepts the counteroffer, have the buyer agent obtain his/her client's signature.
- Once both parties have signed the contract, retrieve it, the earnest money check, and the option check (if applicable) from the buyer agent. The buyer agent may deliver the earnest money check to the closing company or put it into an escrow account. Check with your Team Leader to determine how the earnest money, deposits, and option money (if applicable) are handled in your area.

Presenting a Counteroffer to the Buyer Agent

SCRIPT

Good morning/afternoon, _____ (buyer agent). This is _____ with Keller Williams Realty. Thank you for your offer—we appreciate it. It was quite a bit lower than what the seller had hoped.

Pause and see if you can get them to agree with you.

The sellers have come back with a reasonable counteroffer that should work. The seller is countering back for \$ _____. The rest of the terms in your offer are fine except for _____. This is something that will work for everybody — your buyer is getting a home within market, the seller is selling at a reasonable price, and we can all move forward to get this closed, wouldn't you agree?

Your Turn – Work the Offer

1. Break into groups of two. One person will be the agent, the other the buyer/seller.
2. Using the complete offer-to-purchase form that your instructor has given you, take turns presenting the offer as a buyer agent and then as a seller agent.
3. Then switch roles with your partner.

Time: 25 minutes

Aha's from Activity

- _____
- _____

Instructor:
Break participants into groups of two. Give each pair two copies of the complete offer-to-purchase form that you brought to class.

Have them take turns presenting the offer as a buyer agent and then as a seller agent.

Ask for aha's at end of practice.

Instructor:

Set the Stage for Positive Negotiation

Tell:

We will discuss negotiation deeper in the next power session.

Whether you represent the buyer or the seller, the goal is the same—to kick off a negotiation process that is positive, efficient, and ultimately leads to a win-win agreement.

Accept

Ideally, if the listing and offer are priced right, the seller will accept the buyer's initial offer and move directly into the contract-to-close process, bypassing any negotiations on price.

Reject

It's also possible that the seller immediately rejects a buyer's initial offer; perhaps they received and decided to accept a more attractive offer, or the offer was simply too low. In this case, the buyer agent should press forward to see if "no" really means "no deal."

Counter

However, the most common response to an initially low offer is for the seller to make a counteroffer. This is a sign that the seller is interested in the buyer's offer and has extended an invitation to negotiate.

While you cannot control or predict the actions or decisions of the client or agent on either side of the deal, you do have complete control over what you say and do in an effort to influence a positive negotiation process.

In the next session we will go deeper into the art of negotiation.

Customer Experience Focus

Recognizing that customers come first is among Keller Williams Realty's nine core beliefs—the WI4C2TS. This belief system guides the way Keller Williams associates treat each other and their customers.

Place a strong emphasis on setting the foundation for a win-win negotiation and subsequent closing. The goal is for every customer who does business with you to have a positive experience.

Keller Williams Core Beliefs

WI4C2TS
<p>Win-Win: or no deal</p> <p>Integrity: do the right thing</p> <p>Customers: always come first</p> <p>Commitment: in all things</p> <p>Communication: seek first to understand</p> <p>Creativity: ideas before results</p> <p>Teamwork: together everyone achieves more</p> <p>Trust: starts with honesty</p> <p>Success: results through people</p>

“One of the most important fundamentals in business as well within one's personal life is the decision to not only make commitments, but keep them.”

Mo Anderson, Vice Chairman of the Board, Keller Williams Realty

Putting It All Together

1. **Action Plan**
2. **Prepare for Your Next Class**
3. **Recall and Remember**

Action Plan

Recap of all assignments from today, and in preparation for next class.

Action	Completed / Due Date
Identify resources in your Market Center to review documents before submitting to the client.	
Find out how to get the forms needed in the offer process (check with MCA).	
Practice your scripts.	
Prepare for next class. Download pre-work.	

Bring your phone, laptop/tablet, and database to every class.

Prepare for Your Next Class

Instructor:
Ensure that participants are preparing with their next Mission!

Prepare for your next class by completing the Mission prior to the next scheduled Ignite Power Session.

Download your **Mission** for the next class from Ignite on KWConnect.

IGNITE
Complete this **Mission** prior to attending Ignite Power Session 10
Mission 10

Click the icon to access videos and reading assignments.

DONE v	1. Daily 10/4 – develop your lead generation habit
<input type="checkbox"/>	Complete your Daily 10/4 daily!
<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share
<input type="checkbox"/>	Report out – be prepared to share your Daily 10/4 results in class
DONE v	2. Extend your learning
<input type="checkbox"/>	Practice scripts with a partner
DONE v	3. Prepare for Negotiations – watch a KW Master
<input type="checkbox"/>	Watch: <i>Negotiating</i> (27:30 mins)
DONE v	4. Get Acquainted with Common Negotiation Issues – with scripted responses
<input type="checkbox"/>	Download from Ignite on KWConnect, the Script Book and specifically <i>Negotiation Scripts</i> . Study these scripts and be prepared to use them in class
DONE v	5. Follow up – with previous Power Session
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session
DONE v	6. Grow your database – with your current contacts
<input type="checkbox"/>	Bring your prepared contact list and your laptop/tablet to the next Ignite class

*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.

© 2019 Keller Williams Realty, Inc. Ignite v4.17

Your Turn - Prepare

Targeted Prospecting

Every day in class you will be making calls to specific targeted groups. We will follow the three-step process each time.

1. **Prepare** – Create your call list for the next class.
2. **Take Action** – Real-Play calls will be made in the next class.
3. **Maintain** – Notes will be written to all those you call in class.

Prepare Your List

For your next class, you will focus on **people you know from the past** that you may have not connected with in a long time (Co-workers, students, teachers, colleagues from past jobs, etc.), plus **referrals**.

Instructor:
Have participants write down names and phone numbers. Tell them to complete this list and be prepared to call these people next class!

Industry	Name(s) and Phone Number(s)

Instructor:

*Allow time for
Cappers in
Training to
complete this
Recall sheet.
Ask for their
answers
before
supplying the
correct ones.*

Recall and Remember

What are the three options in which a seller can respond to an offer?

1. Accept

2. Counter

3. Reject

What is a Seller's Disclosure Statement?

A document that provides detail on any physical problems with the property of which the seller is aware. This document may also detail conveyances.

What is a Seller Net Sheet?

An estimate of the seller's closing costs based on a specific offer on the home.

What is earnest money?

A deposit made to a seller showing the buyer's good faith in a transaction. Earnest money is typically held jointly by the seller and buyer in a trust or escrow account.

How many new contacts in your KW eEdge database by the end of Ignite? _____

200 new + your existing Mets

How many new contacts do you have today? By now, 100!

From Aha's to Achievement

AHA'S

Instructor:

Have participants fill in their aha's individually, or brainstorm as a group

What are your Aha's?

BEHAVIORS

Instructor:

*Ask: How will you translate your aha's into concrete changes in your behaviors? Example: **Aha**—I need to practice my scripts. **Behavior Change**—find a script partner and schedule time.*

What behaviors do you intend to change?

TOOLS

Instructor:

Tell: List out the tools you will use to achieve real behavior change.

Example: accountability tool, timeblocking on calendar.

What tools will you use?

ACCOUNTABILITY

Instructor:

Tell: Evaluate what kind of accountability will sustain your behavior change. Is this an accountability partner? Mentor? MyTracker? Be realistic. The best accountability system is the one you will use.

What does accountability for this look like?

ACHIEVEMENT

Instructor:

Tell: Think of the results you want to achieve. What are you doing to get there? What do you have? What will you do?

What will you achieve?

Instructor:

The purpose of this section is to work on accountability and mark progress. Use this time to recap, encourage, and congratulate the participants for what they have learned and accomplished thus far. Have the participants review this page and put a check mark in the columns that best describes their progress. Remind participants to launch all contacts on a touch campaign.

Achievements of the Week

Use the chart below to chart your progress.

New Skill	Started Implementing	Continuing to Master by Doing ...
Market analysis and research		
Qualifying buyers		
Buyer needs analysis		
Setting service expectations		
Practice the buyer consultation		
Qualify homes for your buyer		
Practice showing skills		
Practice scripts to help buyers in the decision-making process		
Write and present successful offers		
Receive offers		
Practice scripts you can use throughout the offer process		
Set the stage for a positive negotiation		
How many contacts have you added to your database this week?		

Enhance Your Learning

Watch on KWConnect

- myTransactions Overview 1:27
- Sign Up and Setup Your myTransactions 2:05
- Upload Documents via Email 2:34
- Manage Multiple Offers with myTransactions 4:22
- Simplify the Contract Process 8:35

Use Tools

Checklist for Preparing an Offer

Checklist for Writing an Offer

Checklist for Reviewing an Offer

Web

<https://www.dotloop.com>

Additional Training Classes

Market Center Contract Class

Market Center Tech Class for myTransactions on eEdge

Ignite Correction/Suggestion Log

Your Name: _____ Market Center: _____ Date: _____

Page #	Change

Scan and email any course corrections or changes to kwuhelp@kw.com.

Or mail to:

Keller Williams University
1221 South MoPac Expressway, Suite 400
Austin, Texas 78746