



SALES MEETING VIDEO SERIES

REVERSE OFFERS

Purpose:

This video session is designed to provide the skills and techniques needed to deal with the following questions:

- ✓ Have you ever had a Buyer look at your listing multiple times but didn't make an offer?
- ✓ Did you ever have a Seller ask about a Buyer that looked like they were interested?
- ✓ Did you ever know that a Buyer wanted your listing but you felt the Buyer Agent was too weak to get an offer?

Areas for Improvement:

Company Key Management Numbers:

Listing Income Chain:

Buyer Income Chain:

- | | | |
|--|---|---|
| <input type="radio"/> Average Price/Transaction | <input type="radio"/> Contacts | <input type="radio"/> Contacts or Inquiry |
| <input type="radio"/> Average Commission/Trans Side | <input type="radio"/> Appointments | <input type="radio"/> Appointment Process |
| <input type="radio"/> Percent of Business from Listings | <input type="radio"/> Presentations | <input type="radio"/> Credit Qualification |
| <input checked="" type="radio"/> <u>Listing Inventory Sales Rate</u> | <input type="radio"/> Listings | <input type="radio"/> Selection & Demonstration |
| <input type="radio"/> Average Days on Market | <input checked="" type="radio"/> <u>Sales</u> | <input type="radio"/> Contract |
| <input type="radio"/> Percentage of Sales that Close | <input type="radio"/> Close | <input type="radio"/> Close |

Next Steps and Reinforcement:

These "Next Steps" are reviewed at the end of the video. They will help you create the environment for discussion with your team.

- ✓ Discuss the times Reverse Offers would apply
- ✓ Discuss the Benefits Reverse Offers give a Seller
- ✓ How will a Seller view an agent that suggests using Reverse Offers

Recommendations for Additional Discussion and Reinforcement:

Ask if there are any actual opportunities at this time to offer your Sellers a Reverse Offer.