



Home Appointments & Special Reports



Inner-Circle Breakout Session



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Home Appointments & Special Reports



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TRUST is Built on



FIRST IMPRESSIONS

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Setting Up Home Appointment

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Steps to Home Appointment

- ✓ Receive a call from your marketing or cold calling
- ✓ Complete Phone Form, schedule call back
- ✓ Quick analysis of the property
- ✓ Schedule the home appointment
- ✓ Send them to your Buying website
- ✓ **Mail Special Report – How to Sell Your House in 7 Days or Less**
- ✓ Call to confirm they received Special Report and re-affirm appointment date

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Overview of Home Appointment

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Steps at Home Appointment

- ✓ Ask to tour home, inside and out (this is the time to build rapport)
- ✓ Ask to sit at their kitchen table/counter
- ✓ Go through the Credibility Binder
- ✓ Ask questions, find motivation/pain

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**Trust is
built on
credibility,
and credibility
comes from
acting in others'
interests before
your own.**

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Overview of Home Appointment

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- ✓ Ask the “if we could get you close to what you would get selling through a Realtor...” question
- ✓ Go through Net Equity Worksheet

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Remember...

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**"YOU WILL NEVER
GET A SECOND
CHANCE TO MAKE
A FIRST IMPRESSION."
WILL ROGERS**

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Using The Special Reports Correctly



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Important Overview of This Section

WATCH FIRST

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Special Report – Sell in 7 Days

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Why Use?

- **Builds credibility**
- **Plants “seeds” in Seller’s mind**
- **Different ways to buy house are discussed**
- **Third-party validation**
- **Testimonials add to credibility**
- **Sets you apart and shows you’re a professional**

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Lease Option Report



ALL AMERICAN HOME BUYERS

FREE REPORT
Discover How
Lease/Purchase
Will Work For You!
 "The Perfect Tenant Program"

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Special Report – Perfect Tenant

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When and Why to Use

- **Seller is hesitant to sell Subj2**
- **Seller not comfortable deeding property and loan staying in their name**
- **Explains Lease Option process**
- **Third-party validation**
- **Testimonials add to credibility**
- **Sets you apart from others and shows you're an experienced professional**

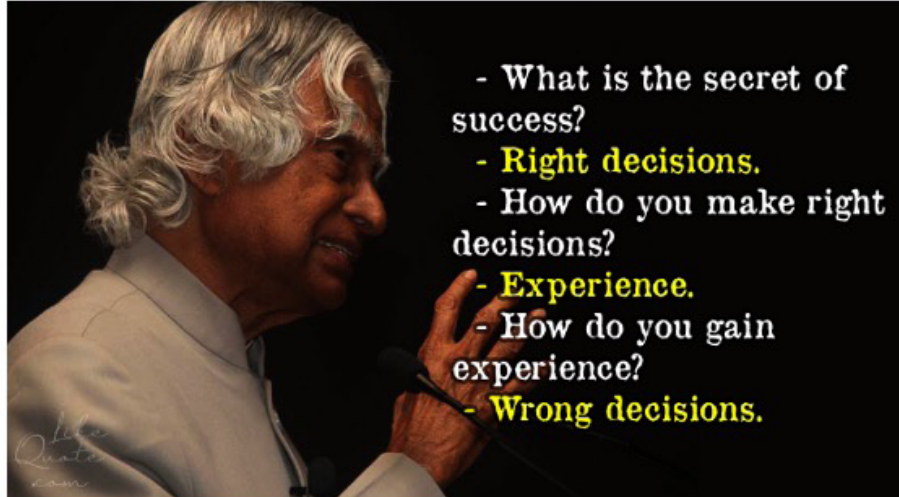
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Food For Thought...

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Are You Following the Recipe?

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In Closing...

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**CHOOSE TO
WIN EACH DAY,
DEFY THE ODDS,
EMBRACE
CHALLENGES
AND NEVER LET
ADVERSITY STEAL
YOUR DREAMS.**

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