



## Powerful Closes for Pricing Presentation

1. If I had a Cadillac that was worth \$15,000 ... and I was advertising it for \$25,000 ... under what conditions would it sell?
  - A. Only if there were no other Cadillacs available ... right? Or ... if there was something incredibly unique ... that could be valued as being worth \$10,000 more than a normal Cadillac ... does that make sense?
  - B. Have I shown you other homes on the market similar to yours? So buyers have other options ... don't they?
  - C. So the only issue is ... Are your extras so incredible and unique ... that someone would be willing to pay \$\_\_\_\_ more ... when they could buy the one down the street and upgrade it to their own personal taste ... for the same money ... Does that make sense?
  - D. Did you buy this home with all the extras? ... Or did you add them for your own comfort and enjoyment?
  - E. Based on that ... what price is the obvious choice?
2. I'd rather receive 10 offers and give us the power to negotiate ... than list at your price ... and not receive any offers at all ... (Name) ... let's start tonight at \_\_\_\_ ... Go ahead and sign the contract.
3. I'll put the home on the market ... at that price ... for the next two weeks as an experiment ... If we have lots of showings and no offers ... the market is telling us it's priced too high ... If we have no showings and no offers ... then the market is telling us this price is waaay too high!
  - A. So let's do this ... Sign an automatic price reduction form ... and I'll only submit it ... after we agree ... the market says it's too high ...
  - B. Go ahead and sign the contract.