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MaxLife Realty

The Conversation Playbook

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The Words You Use Are the Business.

Clients hire the agent who makes them feel understood. The agents who make people feel understood are not the agents with the best personalities — they are the agents who have practiced the words until the words sound like their own.

This library is MaxLife's playbook of every critical conversation a MaxLife agent has in a year — first contact, qualification, consultation, presentation, pricing, objections, follow-up, and the awkward situational stuff that kills deals when you do not have a script ready.

Read it. Practice it. Then practice it again. The agents who win in this business are the ones who treat practice as non-negotiable and treat every client like their first.

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PART ONE

The MaxLife Way

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The Agents Who Win Are the Agents Who Practiced.

Every agent who consistently closes 50+ transactions a year uses scripts. They do not wing it. They practiced a proven sequence until it sounds unrehearsed. When you are nervous — on a listing appointment, at an offer presentation, on the phone with an anxious seller — the practiced dialogue is what you fall back on. If you have not practiced, you fall back on nothing.

What Scripts Actually Do For You

- **Remove the panic.** — You always know what to say next. Your brain is free to read the client instead of scrambling for words.
- **Standardize the experience.** — Every client gets the same professional experience. No "that was a weird meeting" reviews.
- **Make objection handling fast.** — You recognize the objection, reach for the response, close. Under ten seconds.
- **Free up your personality.** — The script is the structure. Your warmth, your humor, your stories go on top. Strong scripts make you more human on a call, not less.
- **Compress your learning curve.** — A new MaxLife agent using a proven script sounds like a five-year veteran on the first call. That is the whole point.

TIP

If you are wondering whether scripts work, notice how every person who tells you "scripts are cheesy" is closing fewer deals than every person who practices them daily.

Ask. Listen. Ask Deeper.

Clients do not hire the agent with the best pricing strategy. They hire the agent who made them feel respected and understood. Both come from how you talk — and more importantly, how you listen.

MaxLife agents are sales-skills-first and tech-second. The best CRM, the best leads, the best Zillow presence — none of it saves a conversation that falls apart in the first five minutes.

The Three Moves on Every Call

- **Ask a great question.** — Open-ended. Specific. Focused on their why, not their what.
- **Actively listen.** — Take notes in front of them. Repeat back what you heard. One clarifying follow-up before you respond.
- **Ask a deeper question.** — The first answer is almost never the real answer. "Tell me more." "What's important about that?" "And then what happens?"

FROM THE BROKER

If you do one thing differently in your first six months at MaxLife, make it this: write down what the client says while they are saying it. Every client. Every call. The act of taking notes signals that you care — and it builds a record you can use all the way to closing.

Daily. Scheduled. With a Partner.

Nobody gets good at sales by accident. Every top agent at MaxLife has committed to a practice block — a specific time every day, on the calendar, treated like a paid appointment. Skip enough practice blocks and your business stops growing. Guaranteed.

How Much to Practice, Based on Production

New agents or under 25 deals / year	60–90 minutes per day
25–50 deals / year	30–45 minutes per day
50+ deals / year	30 minutes per day — rotate scripts monthly

The MaxLife Practice Block

- **Read it.** — Read the script out loud, slowly, twice. You hear words differently when you hear your own voice say them.
- **Write it.** — Copy key sections by hand. Slow. You are wiring the phrasing into your memory.
- **Run it.** — Live roleplay with a partner. One of you is the client, one is the agent. Trade places halfway through.

The Practice Rules

- Pick one script per month. Not ten. One.
- Put the block on the calendar. Same time every day.
- Get a partner who is equally serious. Mutual accountability matters more than mutual friendship.
- Record one call a week. Listen to it. Cringe. Adjust.
- Partner pushes real objections, not softballs. Practice should be harder than the real call.
- End every practice with a debrief: one thing that worked, one thing to fix.

CONSISTENCY HACK

Find an accountability partner who expects to hear from you at a specific time. Miss the block, pay them \$20 — and vice versa. It works. The top producers at MaxLife have been doing this for years.

Find the Leak. Practice That Script.

Every agent's pipeline leaks somewhere. Most agents do not know where. Use this map the first Friday of every month to find the leak — and pick the one script you will practice that month.

Lots of conversations, no appointments	Work on how you ASK for the appointment. The close at the end of every call.
Lots of appointments, no listings taken	Work on the listing appointment, pricing conversation, and the close.
Lots of listings, no offers	Work on pricing discipline and the price-reduction conversation.
Lots of buyer leads, no buyers touring	Work on lead follow-up and the buyer consultation setup.
Lots of showings, no accepted offers	Work on the offer-strength checklist, offer presentation, and buyer objections.
Lots of closings, no referrals	Work on your post-close client-experience plan and your database touchpoints.

TIP

One month, one script, one bottleneck. Agents who try to fix everything at once fix nothing.

Clients Are Not Commissions.

Every agent is becoming one of two kinds. The difference is not talent. It is habits. The scripts in this book are built to create the second kind.

THE ONE-AND-DONE AGENT	THE MAXLIFE AGENT
✓ Counts contracts signed	■ Counts meaningful conversations
✓ Updates only when the client asks	■ Updates proactively, fixes before asked
✓ Sees the job as "sell this one home"	■ Sees the job as a lifetime relationship
✓ Unhappy client = distraction	■ Unhappy client = chance to go above
✓ Closing date = relationship ends	■ Closing date = relationship begins
✓ Thin database, infrequent contact	■ Database touched every quarter, year-round
✓ Chases new leads constantly	■ Most business comes from referrals
✓ Clients = commission checks	■ Clients = advocacy + referrals for decades

HOW THIS PLAYS OUT

The one-and-done agent earns commissions. The MaxLife agent builds a career. In year three, the first agent is still chasing Zillow leads. The second has 40% of their business coming from past clients and referrals. That is the compounding we are investing in with every script in this book.

Acknowledge · Reframe · Ask · Close

An objection is a question the client has not asked out loud. It is not rejection. It is not a fight. Your job is to answer the question underneath, then keep moving toward the next step.

The Four-Step Formula

1. **Acknowledge.** Before you respond, validate. "I hear you." "That makes sense." "I have heard that from a lot of clients." Nothing else moves forward until the client feels heard.
2. **Reframe.** Restate their concern as a goal, not a problem. "You want to make sure we do not overpay." "You want to be sure you are working with the right person." Turn their resistance into their ask.
3. **Ask.** Answer the real question underneath, and then ask one back. "If I could show you X, would it be worth Y?" This earns the right to close.
4. **Close.** Answering the question is not the end. Ask for the appointment, the signature, or the next step one more time.

Two Small Language Rules

- **Replace "but" and "however" with "and."** — "But" cancels everything before it. "And" adds to it. "I hear you, AND here is something to consider."
- **Smile and nod.** — Even on the phone. Your voice changes when your face changes. Clients feel it.

Condition vs. Objection

Not every pushback is an objection. Some are conditions — facts you cannot change. Before you respond, decide which one you are hearing.

- **Objection** — = a question you can answer. Answer it and close.
- **Condition** — = a fact you cannot change ("I'm being transferred to Texas in 30 days"). Do not fight it. Plan around it.

Most agents waste hours trying to overcome conditions. Listen first. Decide which one you are hearing. Then respond.

PART TWO

Buyer Conversations

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First Call on a New Buyer Lead

Goal: set the showing appointment AND close for a buyer consultation before the showing.

Hi, this is [Your Name] with MaxLife Realty. Thanks for inquiring about [Property Address] — when would you like to take a look at it? I have availability this afternoon or tomorrow.

(If they give you the appointment and rapport is there, continue with the questions below. If not, save them for your confirmation call.)

Before we meet, I have a few quick questions and a short document the state requires you to sign before we tour a home.

5. Are there any other properties you drove by or saw online that you'd like me to check on as well?
6. How long have you been looking for a home?
7. Do you own currently, or rent? (If own: do you plan to sell before you buy? Close for a CMA.)
8. Have you spoken to a lender yet? If so, who? How do you know them?
9. What price range are you most comfortable in?
10. What about this area caught your attention?
11. Describe the perfect home for you.
12. Ideally, when would you like to be settled in?

Now, I have access to the hottest properties — sometimes before they hit the market. Would it make life easier on you if I set up a search exactly matching what you're looking for — price, size, bedrooms, baths — so you're not calling around on signs and waiting for agents to call back only to hear a home is already gone?

Perfect. To set this up, we can get together before or after the [Property Address] showing. Which works better for you?

(Close for the consultation appointment before or after the showing.)

Finally — Florida Realtors are now required to have a buyer-broker agreement signed BEFORE I show you any home. I'll email you the document right now. It does NOT lock you into using me — it only pertains to the homes I show you. It spells out how I'm paid, and the good news is you may not have to pay me anything at all, because as part of the offer we can ask the seller for closing-cost concessions or a buyer-agent commission. Sound good?

TIP

Buyers will often say "we already signed an agreement with another agent." Most of those are either expired OR property-specific and don't cover the home they inquired on. Ask politely: "Is that agreement current, and does it cover this specific property?"

Second, Third, Fourth Attempts on a Cold Buyer Lead

80% of conversions happen between the 5th and 12th contact. Do not stop at 2.

Attempt 2 — 24 hours later

Hi [Name], this is [Your Name] with MaxLife — I tried you yesterday after your inquiry on [address]. Still interested in taking a look, or has your search shifted?

Attempt 3 — 3 days later, different time of day

Hi [Name], [Your Name] at MaxLife. I've been keeping an eye on [area] for you — a couple of homes that match what you inquired on came up this week. Want me to send them over, or is this a bad time to be looking?

Attempt 4 — 7 days later, text first

Hey [Name] — still [Your Name] with MaxLife. I don't want to keep bugging you. If I haven't heard back by end of week, I'll pull you from my active list. If you're still in the market, what's the best way to reach you?

Attempt 5 — The Break-Up Call (Day 14)

Hi [Name], [Your Name] one last time. This is my break-up call. If you've decided not to buy, or if you've chosen another agent, say the word and I'll stop reaching out. If you'd still like someone in your corner, my number's the same. Either way, best of luck.

WHY THE BREAK-UP WORKS

The break-up call converts 10–15% of leads who ignored the first four attempts. People respond to being released. They also respond to not wanting to be "dropped." Always close the loop.

After the Showing Is Booked, Before They Arrive

This runs the day before a confirmed showing. Goal: show up knowing exactly who you're working with.

Hi [Name] — your showing at [address] is confirmed for [time]. Before we meet, a few quick questions and a short document for you to e-sign.

13. Other properties you'd like me to check on too — drove-bys, online finds, anything?
14. How long have you been looking for a home?
15. Do you own currently, or rent? (If own: do you plan to sell before you buy?)
16. Have you spoken to a lender yet? If so, who? How do you know them?
17. What price range are you most comfortable in?
18. What about this area is most interesting?
19. Describe the perfect home for you.
20. Ideally, when would you like to be settled in?

Would it help if I built you a search of exactly what you want — price, beds, baths, lot size — so you're not calling around on signs waiting for callbacks?

Perfect. To set that up, we can meet before or after the [address] showing. Which works better?

Last thing — Florida now requires a buyer-broker agreement signed BEFORE any showing. I'll text the link now. It's easy to sign from your phone. It spells out how I get paid and does NOT lock you into using me — it only covers the homes I show you. And you likely won't pay anything out of pocket; as part of the offer we ask the seller for concessions to cover my fee. Fair?

The 10 Questions Every Buyer Gets

Memorize these. They come up in every buyer conversation in some form.

21. How quickly are you looking to be in a new home?
22. Do you have a home to sell in order to purchase a new property?
23. If no: tell me about your current living situation. Month-to-month lease? How much runway do you have?
24. If yes: can you buy without selling, or do you need the equity from the current house as down?
25. Have you spoken to a lender yet to determine your buying budget?
26. Tell me what you're looking for in your new home — get as specific as possible.
27. What areas are you focused on? What's important about those areas?
28. Are you familiar with what's going on in the market right now?
29. Who else is involved in this decision?
30. Regardless of anything you've told me — if sitting down with me for 20–30 minutes could shave weeks off your search and help you write offers that actually get accepted, would it be worth your time to find out how?

LISTENING CUE

Question 6 is where you learn whether the buyer is a dreamer (they list everything) or a realist (they list three must-haves). Write down which you're hearing — it changes how you'll present homes and handle price conversations later.

The 45-Minute Meeting That Wins the Client.

This is the most important conversation you will have with a buyer — the one that turns an inquiry into a signed client. Done well, the buyer commits to working only with you, signs representation, shows up to tours prepared, and refers you to their friends. Done poorly, they ghost you for the next agent they meet.

The MaxLife consultation has seven topics. Cover them in order. Every topic earns the right to ask the next one.

The Seven Topics

- **Their Story** — — what they want and why.
- **The Clock** — — a realistic timeline worked backward from move-in.
- **The Money** — — lender, loan type, and financing strength.
- **The Market** — — what the buyer is actually walking into.
- **The Offer Playbook** — — what it takes to win in today's market.
- **How We Work Together** — — expectations, pace, communication.
- **The Agreement** — — compensation, next steps, signature.

Their Story

Goal: understand what they want and why. Widen their search parameters in the process.

[Names], thank you for coming in. I'm excited to put a plan together with you. Tell me — what's most important to you in the next home?

- Have you researched schools? Are there districts you'd like to be in?
- What features in the property matter most?
- What's a comfortable price range for you?

Let's say we cap your search at \$300,000. A week later, a home pops up at \$315,000 that checks every box you just described — basement, big backyard, three bedrooms, updated kitchen. Would you want to know about it, or should I keep it off your list?

(Most buyers say yes, they'd want to know. That's your pivot to widen their cap.)

Understood. To make sure we're aligned — if we set the top at \$325K, but 90% of what you see stays in your original range, does that work?

The Clock

Goal: walk the buyer backward from their move-in date to TODAY, creating honest urgency.

You mentioned your lease is up in October. Are you aware of how long it's taking a buyer to actually secure a home right now?

Let me walk you through a realistic timeline — not to scare you, just so you see exactly where we need to start.

The Math, Worked Backward

- **Getting to a contract** — 3–4 weeks. Most of our buyers write 1–3 offers before one gets accepted.
- **Contract to closing** — 30–35 days on a financed deal. Add a week if there are inspection or appraisal renegotiations.
- **Closing to keys** — Vacant home = keys at closing. Occupied home = 1–8 weeks post-close occupancy, common.

Backed up from your October lease end — we need an accepted contract by early August. That's our target. If we miss it, you're going month-to-month on rent, which usually costs more per month than waiting saves.

The "Should We Wait for Rates?" Question

Rates coming down doesn't always mean saving money. Last time rates dropped, prices in the same communities you're looking at jumped 20–40%. You could wait and save \$100/month on your mortgage while paying \$40,000 more for the house. You can refinance a mortgage later. You cannot renegotiate the purchase price after closing.

Marry the house. Date the rate.

The Money

Goal: understand the financing situation and position our preferred lender without being pushy.

Next — financing. I'm not your lender, but as your agent I need to understand your loan type and who you're working with. Listing agents will ask me about the strength of your pre-approval.

- Who are you working with for your mortgage? How did you meet them?
- What type of loan — conventional, FHA, VA, USDA?
- How far along are you — verbal pre-qual, written pre-approval, or full underwriting?
- Comfortable with that relationship, or open to comparing?

If you have a great relationship, I don't want to interfere. We also work closely with Nexa Mortgage — they close on time, they communicate, and a second opinion could save you thousands. Would there be any value in having them reach out?

The Market

Goal: set honest expectations about what they're walking into.

You've probably heard plenty about what the market has done the last few years. What are you hearing right now? What do you think is going on?

(Listen. Let them tell you what they've heard. Do not correct them yet.)

Here's why I ask. Some buyers come in and say, "This is our first home — we need to keep as much money in our pocket as possible. Don't ask us to pay over asking. Don't ask us to waive appraisal." Completely fair position. You have every right to hold it.

What I'll tell you — if you want to secure a home in this market, there are some things you might be asked to do that feel unconventional. I'll walk you through exactly what those are next, so you can decide which ones you're open to and which ones you're not.

The Offer Playbook

Goal: introduce the MaxLife Offer Strength Checklist — the menu of levers a buyer can pull to win.

There's a concept we call Offer Strength. When I present your offer to a listing agent, one of the first questions they ask is how strong the offer is. The more of these levers we pull, the faster we get your offer accepted. You're never required to pull all of them — but the more you can, the stronger you are.

The MaxLife Offer Strength Checklist

- **Price over ask** — In your range, offers going 5–7% over are common. Rarely over 10%. Knowing the local norm = competitive offers.
- **Pay cash** — The strongest lever, if you have it. Skips financing and appraisal contingencies.
- **Larger earnest money deposit** — Signals commitment. \$5K → \$20K changes the seller's confidence.
- **Larger down payment** — Stronger financing, shorter risk for the seller.
- **Appraisal gap guarantee** — "We'll cover up to \$X if the appraisal comes in low." Powerful in a rising market.
- **Short inspection window** — 5 days instead of 10. Tighter, but manageable.
- **Inspection for informational purposes only** — No re-negotiation on findings. Aggressive — only if the home shows strong.
- **Quick close** — 21 days instead of 30. Requires a responsive lender.
- **Post-close occupancy** — Let the seller stay 1–8 weeks rent-free. Huge for sellers timing their own move.
- **Pay seller's documentary stamp tax** — ~\$700 on a \$100K home in Florida (60¢ per \$100 of sale price). Small cost to you, meaningful to the seller.
- **Escalation clause** — "We'll pay \$X more than the highest offer, up to \$Y." Needs to be written carefully.

Which of these feel comfortable to you today, even before we find a specific home?

How We Work Together

Goal: set expectations on pace, communication, and what happens at each step.

Here's what working together looks like.

- **Same-day showings when possible** — If you see something by noon, I can usually get you in that day — as long as the seller approves.
- **Dedicated attention on your search** — When a home hits the market that fits you, I'm calling or texting within the hour. You don't have to find it — I will.
- **Off-market sourcing** — I'm working expireds, FSBOs, and coming-soons on your behalf. You get first look at inventory other buyers don't know about yet.
- **Offer strategy before we write** — Before every offer, a 10-minute call to align on price, terms, and which levers we're pulling.
- **Personal offer presentation** — I don't email PDFs and hope. I call the listing agent, walk them through you, submit the offer, and negotiate live.
- **Transaction management after contract** — A dedicated coordinator tracks inspection, appraisal, title, and closing. Nothing falls through cracks.
- **Post-close relationship** — After closing, you don't disappear. Annual market-value update, home-anniversary touchpoint, vendor referrals forever.

Sound like the kind of experience you want?

Compensation & the Agreement

Goal: explain the post-NAR-settlement compensation model, address the "what does this cost me?" fear, and sign.

Based on everything we've covered, you're probably wondering what this costs.

My fee is typically 2.5–3% of the sale price, stated in your buyer-broker agreement before we tour a single home.

One of three things happens. One — the seller covers the whole fee. That's still common, especially on listings sitting more than two weeks. Two — the seller covers part, you cover the rest at closing. This is the most common outcome today. Three — rare, but possible — the seller covers none, and you owe the full fee. We'll know exactly where we stand BEFORE you commit to any specific offer.

The honest picture of how the market changed in August 2024. The buyer-broker fee is no longer automatically baked into the MLS offer. It's negotiated separately in your buyer-broker agreement. It still gets paid — just potentially by you rather than the seller if the seller doesn't offer it.

A few things to know. My fee is NOT negotiable — my job is to fight for you on the SALE PRICE, and I can save you 10x the fee by negotiating harder on the home than by discounting myself. Every MaxLife buyer gets the same rate. And the agreement we sign today only covers the homes I show you. If you end up not buying, you owe nothing.

At the end of every negotiation, I'll tell you exactly what the seller is offering and exactly what you owe. If the numbers don't work, you walk. If the house is the one, you decide whether it's worth covering the gap.

Sound fair? Ready to put me to work?

THE SIGNING MOMENT

Have the buyer-broker agreement pre-filled. Flip to the signature page. Hand them the pen. Silence. Let them sign without extra chatter.

The Most Common Pushbacks — and How to Pivot

Always agree. Always pivot with "and." Always close after handling the objection.

"We just started looking — we're not in any rush."

I completely get that — nobody should rush into a home purchase. And I'm curious — when were you hoping to be settled in?

(Most buyers give a date. Then pivot to the timing analysis.)

I hear you — and did you know it's taking buyers 2–3 months from first showing to getting keys right now? Let me show you how that math works backward from when you want to move.

Are you familiar with where home values and interest rates are heading? Because depending on what you've heard, starting now vs. waiting could be a meaningful cost difference either way.

"I only have questions about THIS home at 123 Main Street."

Totally fair — that's probably the one that caught your eye online. What specifically made you click on this home?

I hear you on wanting to focus. And I was wondering — what's the single most important thing you need in your next home? Because if 123 Main has it, we should go see it this week. If it doesn't, I can probably find you three that do.

(Pivot.) So how soon were you hoping to be in a home?

"We don't need to talk to a lender — we're all set."

Congrats on getting your ducks in a row. And I'm curious — which bank are you working with?

(If they name a specific bank AND loan officer, they're usually legit. Trust your gut.)

Great bank — I know several loan officers there. Who are you working with? (If the answer is vague, they haven't actually spoken to anyone.)

I understand you've done your homework and probably have a fantastic lender. And — wouldn't it make sense to get a second opinion from our in-house lender before you lock a 30-year commitment? It's free, takes 15 minutes, and could save you thousands.

"We already have an agent — we're working with someone."

Perfect — almost every buyer we meet is. And I'm curious — are they sharing listings with you BEFORE they come on the market?

(Most buyers say no. Then:)

The reason I ask is MaxLife is one of the most active offices in this market, so we find out about listings first. And — have you signed a buyer-broker agreement with that agent yet?

(If YES and it covers the property/area, DO NOT solicit. If NO or it's narrow/expired, continue:)

Did you know most buyers work with 3–4 agents before finding the one who actually gets their offer accepted?

Would it be worth 15 minutes together — just so you can see how we're different — before you commit?

"We only want to work with the listing agent to save money."

I can see your logic. And I'm curious — if the listing agent was hired to represent the SELLER and get the highest price, who's going to fight for YOU?

(Buyer: "They'll want to make the deal — it'll help both sides.")

I understand. And — how do you plan to get the best price on the home from the agent whose job is getting the best price FOR the seller? They can't have your back and theirs at the same time.

Another thing to think about — a small percent of sellers have now added language saying their listing agent is ONLY working for them, and any buyer without their own representation is 'unrepresented.' If that happens, you're filling out contracts on your own with nobody on your side.

"I'm good for it, I don't need a pre-approval letter."

I don't doubt you're good for it — you could probably buy it in cash tomorrow. And here's the practical issue — most listing agents now require a pre-approval BEFORE they'll even let a buyer in the door. Do me a favor — who's your lender? I'll call them and grab it myself.

If you were the seller, you wouldn't want me to take a buyer's word for it either. You'd want to see the proof before you took a weekend disrupting your life for showings. That's all they're doing.

"Our lease isn't up for months — we're not ready."

Completely understandable. And — if we could get the seller to cover your lease-break fee, would you move sooner?

(Watch the motivation. Often the lease isn't the real objection — money or qualification usually is.)

Nice job getting a head start. If your landlord offered you an exit without the penalty, would you want to move now, or would you still want to wait?

(This is where the real reason comes out — "we need another 6 months for a raise" or "we're waiting for our credit to clear up." Now you know what you're actually working with.)

"We have to sell before we buy — no point talking about buying yet."

I appreciate that — nobody wants to own two homes. And — is that what your lender is suggesting, or is that your assumption?

Here's what I see a lot — we find the right buyer and the right seller, and the seller lets you buy contingent on your home selling. You secure the home you want while you prep yours. Would you be open to that?

Also — are you using the equity from your current home as your down payment? Because the FIRST step, either way, is figuring out what your current home is worth in today's market. Let's get that nailed down now so we're not guessing later.

"You know what — we're just going to put things on hold."

I hear you — the process is exhausting. And — if you knew that putting it on hold would cost you thousands more six months from now, would you still want to pause?

(Buyer: "Why would it cost us more?")

A few things. Home values in your price range have moved [X]% annually in this market. If rates drop, more buyers re-enter, prices jump. If rates rise, your monthly payment goes up. Either direction, waiting usually costs the buyer more than it saves. Is it worth pausing knowing that?

"Does this mean I have to pay you now?"

Not upfront, no. Quite honestly, buyers have indirectly paid their agent's commission for decades — it was baked into the seller's price. The price the seller had in mind was always based partly on the commission they were paying both sides.

Today, the fee is negotiated separately. We do everything we can to get the seller to cover it through concessions — and that's still happening on most of our deals. If they cover all of it, you pay nothing. If they cover part, you cover the rest at closing. Either way, you know before you commit to any offer.

"What if I can't afford it?"

Good news — asking the seller to cover closing costs and agent fees is a completely normal request. It's my number-one negotiating priority so you're out of pocket as little as possible.

If we're in a multiple-offer situation, I might suggest NOT asking the seller for concessions so your offer is cleaner. In that case, you'd cover the costs. If that worries you, let's get on the phone with your lender right now so we're crystal clear on your maximum buying power BEFORE we find ourselves in that spot.

"Sounds like I'll save money working with the listing agent."

You might save on fees — and let me ask you, how will you save on PRICE when you're working with the agent hired to get the highest price for the seller?

Most sellers have already budgeted a buyer-agent fee because that's how deals have worked forever. That fee is what incentivizes buyer agents to show their home. If you work with me, I'll fight to get the seller to cover my fee — that's my job. And — if you pay a portion of my fee but save 2–3% on the sales price, wouldn't that still be worth it?

"I'll just hire an attorney to represent me."

You can — and attorneys are great at contract law. And — what attorneys don't do day in and day out is handle price negotiations, inspection renegotiations, appraisal gaps, financing hiccups, or the back-and-forth that keeps a deal on its wheels between offer and closing. My full-time job is getting deals to the closing table. Their full-time job is reviewing contracts. Different skill sets.

"We want to wait for prices to drop."

Completely understandable — I'd rather buy at the bottom than the top too. And — have you noticed that in 40 years, nobody has ever correctly timed the exact bottom of a housing market?

Here's the honest truth. Home prices in this market have gone up about [X]% compounded over the last decade. Even in years prices dropped slightly, the drops were small and brief. Waiting costs you: higher rent, more competition when rates drop, and more buyer demand once everyone else finishes waiting.

When you find the right home at a price that works for you, the "market" doesn't matter — your specific deal does.

"We're just going to look around more on our own."

That makes total sense — and I hope you find it. And let me ask — when you do find the one, how will you know what it should sell for? How will you write the offer? Who will present it?

I don't want to overstay my welcome. What I'd ask is — if you find a home you like, call me before you write the offer. Even if we haven't signed anything, a 10-minute strategy call could save you \$10,000 on the wrong terms. Sound fair?

When a Buyer Calls About Your Yard Sign

These are GOLD. The buyer is already standing in front of a home they like. Don't blow it.

Hi, this is [Your Name] with MaxLife — I'm calling because it looks like you called in on our listing at 123 Main Street. What questions can I answer about this home?

(Answer the question. Then pivot.)

Let me pull up the full details for you. While I do — how long have you been shopping?

Are you just looking in this area, or keeping an eye on other neighborhoods as well?

Okay — 123 Main is 3 bedrooms, 2 baths, 1,850 square feet. Is that the size that works for you, or are you looking for something larger or smaller?

If the property is a fit

Great — I'd be happy to walk you through it. Have you spoken to a lender yet?

YES: What works better — later today or tomorrow?

NO: In this market, most sellers want a pre-approval letter BEFORE letting buyers in. Do you have a lender you're working with, or would it help if I recommended one? We close a lot with Nexa Mortgage — they can get you a letter in 24 hours.

If the property is NOT a fit

Got it — this one's not quite right. Since I'm already familiar with your search — what you want, where you want it — would it help if I pulled three homes that DO match and sent them over?

Perfect — I'll send those over in the next hour. While I do, when can we get together for a quick 15-minute buyer consult so I know exactly what to be watching for?

TIP

Sign callers are 3–5x more likely to close than generic Zillow leads because they already love a specific home OR a specific neighborhood. Treat every sign call like a live appointment.

Verbatim. Every Buyer. Every Time.

Delivered at contract execution. Have the buyer initial the acknowledgement. No exceptions.

READ THIS OUT LOUD TO YOUR BUYER

Before we go any further, I need to tell you one thing that could save you your entire down payment.

Criminals monitor real estate transactions. They spoof emails from title companies, lenders, and real estate agents. The email will look exactly right — the logo, the sender name, the reply address. It will tell you the wiring instructions have changed and give you a new bank and routing number.

If you send your money there, it is gone. The FBI cannot recover it. Your bank cannot reverse it. Your title insurance does not cover it. And it happens to educated professional buyers every single week.

The Rules We Follow Together

- **Never trust wiring instructions from email.** — Not from me, not from the title company, not from your lender. Email is unsafe — full stop.
- **Before you wire, call the title company.** — Use a phone number YOU looked up yourself — not the one in the email. Confirm the bank, routing number, and account number by voice.
- **If anything about the email feels off — it is.** — Different sender, different signature, odd phrasing, weird timing. Stop. Call me. Call title.
- **Once the wire leaves your account, it's almost impossible to recover.** — Most wire-fraud cases happen because a buyer trusted an email that looked 100% legitimate.

BUYER ACKNOWLEDGEMENT

I have received and understood the wire-fraud warning from my MaxLife Realty agent. I will verify all wiring instructions by phone — using a number I looked up myself — before wiring any funds. Buyer signature:

_____ Date: _____

PART THREE

Outbound Prospecting

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Just-Listed / Just-Sold Calls

When one home lists or sells, others in that neighborhood start thinking. Be the agent they call.

Hi, my name is [Your Name] with MaxLife Realty. I just listed (or sold) a home over on [address] — 4 bedrooms, 2.5 baths, listed (or sold) at \$349,900. And as you probably know, when one home moves in a neighborhood, usually more follow. So I was wondering...

The Question Sequence

31. Who do you know that might want to move INTO this neighborhood?
32. Any neighbor, relative, or friend thinking about making a move?
33. Tell me — when do YOU plan on moving?
34. How long have you lived here?
35. Where did you move from originally?
36. How did you happen to pick this neighborhood?
37. If you WERE to move — where would you move to, and when?
38. I appreciate your time. Can I keep you on my list for neighborhood market updates — a quick note every time a home lists or sells nearby? Your email is?

When They Have a Referral

Would you mind putting us in a group text so I can introduce myself? If not — perfect, when would be a good time to check back after you've had a chance to talk to them?

Call the Same Day It Expires

Be first. By tomorrow, 30 other agents will have called. The seller is most frustrated — and most receptive — the first 48 hours.

Hi, is this [Owner Name]? This is [Your Name] with MaxLife Realty. I'm calling for two reasons — first, to make sure you know your home at [address] is no longer actively listed for sale. And second, to see what your plans are for the property.

The Question Sequence

39. Had your home sold — where were you moving to? What takes you there?
40. How soon did you want to be there?
41. [Name], what do you think stopped your home from selling?
42. How did you happen to pick the last agent you listed with?
43. What did that agent do that you liked?
44. What do you feel they should have done differently?
45. What will you expect from the NEXT agent?
46. I'd like to apply for the job of selling your home. Are you familiar with our marketing approach — the one we're using to close homes in this area?
47. When would be best to show it to you — Monday at 4, or Tuesday at 4?

Most Expireds Need 5+ Touches. Don't Quit at 2.

Call 2 — Day 3

Hi [Name], [Your Name] with MaxLife — I left you a message Monday. I drove past your property this morning and, honestly, the sign being down is costing you real money every week you're not re-listed. Any chance of 15 minutes this week?

Call 3 — Day 7

[Name], [Your Name] again. I know I've called a couple times and I don't want to be that agent. But I also know something broke down on your last listing — and I know exactly how to fix it. If you'll give me 20 minutes face-to-face, I promise you'll leave with a clearer plan than you had the first time around.

Call 4 — Day 14 — The Break-Up

Hi [Name], [Your Name] at MaxLife. This is my last call. If you've decided not to sell or you've already chosen another agent, just tell me and I'll stop. If you'd still like someone in your corner who'll actually get this done — my number's the same. Either way, wishing you the best.

WHY THE BREAK-UP WORKS

The break-up call converts roughly 15% of the expireds who ignored the first three. People respond to being let go — it triggers loss aversion. Always close the loop, good or bad.

The Highest-Leverage Prospecting Channel

Most FSBOs list with an agent eventually. Be the one they call.

Hi — I'm calling about the home for sale. Is this the owner?

The reason for my call is two-fold. One — to see if you're working with real estate agents that bring you qualified buyers. And two — because the data tells us most FSBOs end up listing with an agent within 90 days. So my real question is — what are your plans if you can't get it sold on your own? How long will you try?

Great. And when the home DOES sell...

The Question Sequence

48. Where are you moving to?
49. How soon do you want to be there? What takes you there?
50. What marketing methods are you using?
51. How did you determine your sales price?
52. Are you prepared to adjust your price when working with a buyer?
53. Why did you decide to sell yourself rather than list with an agent?
54. If you DID list — which agent would you list with? How did you happen to pick them?
55. What would you expect that agent to do to sell your home?
56. How much time do you need before you'd consider interviewing the right agent?
57. What would have to happen before you'd consider hiring an agent?
58. When would be the best time to show you our marketing plan — Monday or Tuesday at 4?

KEY INSIGHT

FSBO's think they're hiring you to find a buyer. They're not. They're hiring you to get the deal to the closing table — where 2/3 of agent-assisted transactions get renegotiated. THAT is your value. Lead with it.

Alternate Close

I'd love to keep your home in mind for my buyer clients. While I'm there, I'll share our listing plan of action — the same one we're using to sell [X] homes a month. Worst case, you take the plan and run a few strategies yourself. Sounds like a win/win, right?

Greeting the Walk-In Buyer

An open house attendee is a buyer who drove out of their way to see a home. Qualify them, close for a consult.

Welcome — thanks for stopping by! Tell me, how long have you been in the market?

Great, please have a look around. Let me know if you have any questions.

(After they've toured:)

Did you have any questions for me? Does this home meet the criteria of what you're looking for?

IF YES: Great — what's pulling you in? (Listen, take notes.) Are you working with an agent? What's your timeline?

IF NO: Tell me — what's missing? More bedrooms? Bigger lot? Different price?

Understood — and how soon were you hoping to be in this next home?

Perfect. With that timeline, we want to make sure we don't miss anything. Are you familiar with what's going on in this market right now?

If sitting down with me for 20–30 minutes could shave weeks off your search and help your offers actually get accepted — would that be worth your time? What works better — Monday or Tuesday?

TIP

Get the phone number before they leave. Use the sign-in sheet as the credibility prop: "The seller needs a record of who visits — can I grab your name, email, and mobile?" Follow up by text within 2 hours. Set the consultation within 24 hours.

"I Just Wanted You To Know."

Door-knock a 10-home radius of every listing and every closing. Goal: collect names, conversations, and future sellers.

Just-Listed Door-Knock

Hi, I'm [Your Name] with MaxLife Realty. I just listed your neighbor's home at [address] for [price] — wanted to let you know in case you have friends or family who've been looking in this neighborhood. Anyone come to mind?

No problem. One last thing — a market like this makes people start thinking about their own home. On a scale of 1 to 10, how likely are you to sell in the next two years?

1-3: Perfect — I won't bug you. Mind if I drop a market update by once a year?

4-7: That's where a lot of people are. Would it help to know what your home is worth today? No obligation — takes me 10 minutes to run it.

8-10: Great — let's grab 15 minutes this week. Monday or Tuesday better?

Just-Sold Door-Knock

Hi, I'm [Your Name] with MaxLife. I just closed on your neighbor's home at [address] — it sold for [price]. That's a new comp for your neighborhood. Want a quick printout of what your home is likely worth now based on this sale?

DOOR-KNOCK RULES

Always have a prop (the listing flyer, the just-sold card). Never be empty-handed. Never pitch — ask. Always end with a 1-to-10 question. It's the most powerful tool in this script.

The "I Have a Goal" Call

Called quarterly to every contact in your database. Warm, quick, ask for the referral directly.

AGENT: *Hi [Name] — this is your Realtor, [Your Name]. Got a quick moment?*

CONTACT: *Sure — what's up?*

AGENT: *I have a goal to help [NUMBER] families this year buy or sell a home in our area, and I was wondering — who do you know that could use my help?*

CONTACT: *Hmm... can't think of anyone right now.*

AGENT: *Totally appreciate you taking a second to think. Tell me — can you think of a relative, friend, or neighbor who might be thinking about a move?*

CONTACT: *Nope, no one comes to mind.*

AGENT: *I appreciate it. Quick question — when do YOU plan on moving?*

CONTACT: *Not for a few years.*

AGENT: *Got it. Well — before I let you go, one small favor. If you come across anyone looking to buy or sell, will you keep me in mind?*

CONTACT: *Of course — we send everyone your way!*

AGENT: *I appreciate you being my friend/client. Thanks for recommending me. Goodbye!*

TIP

The ask works because you're not selling — you're sharing a specific goal and asking for help. Most people genuinely want to help. Make the ask easy and they'll remember you the next time someone in their life says "I'm thinking about moving."

PART FOUR

Seller Conversations

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The Phone Call Before the Listing Appointment

Goal: know exactly what you're walking into. Nothing kills a listing appointment like a surprise.

Before I come out, I have a few quick questions. Okay?

59. If everything I say makes sense and you feel comfortable and confident I can sell your home — are you planning to get started with me when I come out on [date]?
60. Are you interviewing more than one agent?
61. Remind me where you're moving to, and what takes you there? (The WHY is more important than the WHERE.)
62. How soon do you have to be there? What's important about meeting that timeline?
63. When I see you — how much do you want to list your home for?
64. (Follow-up): As a professional Realtor, I study this market every day. I'm going to assume you'll list with me at a price that will cause your home to sell. Fair?
65. How much do you currently owe on the property?
66. Have you ever thought about selling it yourself?
67. Would you describe the home for me briefly? (Listen for personality style — driver, analytical, expressive, amiable.)
68. I'll email you a package before I come out — will you take a few minutes to review it?
69. Will all the decision-makers be there?
70. Any questions before I arrive?

Perfect. The meeting takes 30–45 minutes. I'll see you on [date] at [time]. I'll text you an hour before to confirm.

TIP

The single most important question is #1. If the seller says "yes, we'd be ready to sign tonight," you're going to a closing conversation. If they say "we'd never commit on a first meeting," you adjust your approach to a two-step process.

Checking In on a Seller Lead Who Ghosted

Used when a seller inquired or met with you, then went quiet.

Hi, this is [Your Name] with MaxLife. I was just checking in to see if you're still planning on moving to [destination]?

When we spoke last, you mentioned you wanted to be there by [month]. Is that still the case?

And if I remember right, you're moving because of [reason they gave]?

At this point, ideally — when would you like to be there?

If you knew of a proven plan that would nearly guarantee you're in [destination] by [month], would you want to know about it?

Great — I'm in your neighborhood on appointments later this afternoon. Are you available for 20 minutes later today or this evening? Or I can swing by tomorrow or over the weekend. What works best — later today or later this week?

Looking forward to seeing you at [time] on [day]!

The Sit-Down

This is the 45–60 minute meeting where you earn (or lose) the listing.

The Opening Frame

[Name], at the end of our meeting today, one of three things will happen. One — you'll have the opportunity to list your home with me. Two — you'll decide not to list with me. Or three — if I don't believe I can get you what you want in the time you want, I may decide not to take the listing. Any of the three is fine. Fair enough?

Recap the Pre-Qual Answers

Let's take a minute to review the questions I asked over the phone.

71. You said you're moving to [destination], right?
72. You're moving because of [reason], correct?
73. You need to be there by [date] — still accurate?
74. You'd like to list at [price] — right?
75. And you currently owe [balance] on the property. That right?

Great. And just to confirm the particulars — [X bedrooms, Y baths, Z square feet, lot size, year built]. All accurate?

The Two Issues

There are really only two issues to decide tonight. One — the timing to sell. And two — the price we set. Everything else is marketing and execution, which I'll walk you through next.

Introduce the CMA

I've prepared a Comparative Market Analysis. There are two parts — active listings, which are what OTHER homeowners are ASKING for homes like yours. And sold listings, which are what those homes ACTUALLY sold for. Those are two very different numbers.

The purpose of the CMA is to determine your home's value in the eyes of a BUYER. Do you know how buyers determine value? By comparison shopping. They look at your home alongside similar homes that sold recently and similar homes currently for sale. Make sense?

How Buyers Actually Decide

The only question that matters tonight is how a buyer will see your home when it sits next to every other home on the market. Buyers comparison shop. They line up three or four options, weigh features and location and price, and they pick the one that feels like the best value.

Picture two homes two streets apart — same bedrooms, same baths, same square footage. One is listed at \$450,000. The other is \$430,000 with a newer roof. Which one does the buyer write an offer on?

(Seller typically answers: the \$430K one.)

Exactly. Same home, better value. So if we want a buyer to choose YOUR home over your neighbors', we only have two levers — add features, or price it right. Unless you're planning to put in new flooring and update the kitchen before we list, price is the only lever on the table tonight.

Walk the Comps

Here's what's important about comps:

- **Active** — = your current competition.
- **Pending** — = what buyers are actually choosing right now.
- **Sold** — = what's going to show up in your appraisal.

Let me walk you through three similar homes...

(For each comp:)

76. This home is very similar to yours...

77. How many bedrooms does it have?

78. How many baths?

79. How many square feet?

80. Do you know this street / neighborhood?

81. Have you seen this house?

82. Based on the features — how do they compare?

83. What price are they asking?

84. How long has it been on the market?

The Close

Now that you've seen the comps, what price do YOU feel we should use to create the most value in the eyes of a buyer — and get them to choose your home over the competition?

(Listen to their answer. They'll often land close to your number — or undershoot, which gives you room to adjust up.)

I'm going to recommend a price of \$[X]. [Name], will you list your home with me at that price tonight?

Great — let's get started!

IF THEY PUSH BACK ON PRICE

Don't get defensive. Go to the Pricing Conversation script (§25). It's designed specifically for this moment.

When They Push Back on Price

Used in the middle of the listing appointment when the seller insists on a price above market.

[Name], what price do you absolutely have to have out of this home?

Based on that — a few important questions.

It's important to me that we can justify the highest dollar amount possible for your property. The more we sell it for, the more referrals I'll earn from you, and the better shot I have at selling homes to your neighbors. So with your permission, I want to build a list of every reason your home holds MORE value in the eyes of a buyer than the comps we just reviewed. Fair?

(Write down every feature / upgrade they mention. Validate each one.)

[Name], in today's market, a lot of what you just listed is what I'd call "selling standard." Every home needs a working roof. Every home needs a working HVAC. Every home needs a functional kitchen. Those aren't premium features — those are expectations. Make sense?

Let me ask a different question. If a buyer loved your home but planned to tear out [renovation they mentioned] the day they closed — how much is it worth to them? Exactly — zero. Did you do that renovation for the next buyer, or for your own enjoyment?

The Switch-Roles Example

If YOU were buying a home — and two similar homes were for sale, one at \$[A] and one at \$[B] — which would you buy? Why?

Wouldn't you want to use the savings to make the home your own?

Don't you think most buyers would feel just like you? Of course they would.

The Ask

That's why I'm going to recommend a price of \$[X]. Are you comfortable listing with me for that price tonight?

If They Agree to Your Price

I feel very confident in \$[X]. Important note — we won't actually know the true market value until we put it out there and see how buyers respond. If we have a lot of showings in the first two weeks and no offers, we're in the ballpark and may need a slight reduction. If we have few showings and no offers after two weeks, we priced too high.

Here's what's different about working with me. I have the courage to tell you when we were wrong so we can fix it — instead of leaving your home on the market losing momentum. Would you rather have an agent who tells you the truth, or an agent who tells you what you want to hear?

Great — let's get started!

Telling a Seller the Market Has Spoken

Never over the phone. Never by email. In person, with data in hand.

The Opening

[Name], I want to give you an honest update on where we are. It's been [X] days, we've had [Y] showings, [Z] offers, and the feedback has been consistent — buyers like the home but feel it's priced above where comparable properties have actually sold.

Show the Data

Here are three homes that sold in the last 30 days within a mile of you. The average sold price was \$[X]. The average list-to-sold ratio was [Y]%. Our current price is [Z]% above that average. The longer we sit there, the more buyers assume something is wrong with the house — even though nothing is.

The Recommendation

My honest recommendation is a reduction to \$[new price]. That puts us right in the range where recent sales happened. In my experience, that typically generates 3–5 new showings within the first week and often an offer within 14 days.

Handle the Emotion

I know this isn't what you wanted to hear. I also know you hired me to tell you the truth even when it's hard. The longer we wait, the more we leave on the table — because stale listings sell for less than fresh ones. Are you comfortable making the adjustment?

IF RESISTANT: I hear you. What would change your mind — more time, a different marketing angle, or more data? Let's pick one, commit to it for two weeks, then reconvene.

NEVER

Never deliver a price reduction request by email or text. The seller has no opportunity to hear the empathy in your voice, and it comes across as a demand. Always in person. Always with comps in hand.

The 14 Pushbacks You'll Hear the Most

Always agree. Always pivot with "and." Always close after handling the objection.

"Why should I pay you [fee]% when ABC Realty is only charging [lower]%"

I specialize in helping sellers put MORE money in their pocket. Anytime I hear about an agent discounting their commission, it tells me something about how they negotiate.

When you spoke to that agent — did they start with a higher number and come down when you asked?

If they weren't strong enough to defend their OWN self-worth, how strong will they be when a buyer pressures them to reduce YOUR sales price?

If they were that quick to cut their fee to win your business, how fast will they push you to drop your price to salvage a deal?

"We want to wait until rates come down — why would we give up our low mortgage rate?"

If rates were 4%-5% today, why would you be moving at all? What's driving the move?

(Their answer tells you the real motivation — a life change. Reinforce that.)

Do you think it's possible OTHER people in your shoes are also waiting for rates? When rates drop, how many more buyers enter the market — more, or fewer?

In 2021 and 2022, when rates hit the floor, buyers were doing EVERY extreme to get offers accepted — 30, 40, 50 offers on a single home. Waiting for the rate dip doesn't save you money if you end up paying 10% more for the house. You can always refinance a mortgage. You cannot renegotiate a purchase price after you close.

"We need to think about it — give us the night to sleep on it."

When a seller says "we need to think about it," usually it means you'd like to talk in private. I totally respect that. Why don't I step outside for a few minutes?

IF THEY WANT MORE TIME: I can appreciate needing more time. Before I give you that time — is there anything that's fresh on your mind right now that I could answer for you?

"We want to stick with our current agent."

I can appreciate your loyalty — and I hope my clients are as loyal to me as you are to them. And I'm curious — what's that agent going to do DIFFERENTLY this time? Because whatever that is — don't you think it's a little bit of a disservice that they didn't do it the first time around?

"Why should I sell in this market at all?"

Maybe you shouldn't — why are you moving in the first place?

(Listen. People don't move for money — they move for life changes.)

What's your goal with this move? And what's important about THAT?

(You're mining for the real motivation. Once you have it, use it throughout the rest of the conversation to re-anchor them to WHY they're selling.)

"I can sell by owner — what do I need you for?"

You're right — inventory is tight enough you might find a buyer on your own. I don't blame you for thinking that.

Here's what most FSBOs don't know — roughly two-thirds of agent-assisted transactions right now are NOT closing at the same price and terms they started at. Inspection issues, appraisal gaps, financing, buyer cold feet — the deal gets renegotiated or falls apart.

So the question isn't whether you can find a buyer. The question is whether you can keep the deal together. You're not hiring me to find a buyer. You're hiring me to get the deal to the closing table.

"What if you bring us the wrong comps?"

Fair concern — that's exactly why I do my appointments in TWO steps. I'll tour the house today, ask my questions, and make sure I understand what makes it special. Then I'll go back and prepare a full market analysis — the way an appraiser would — and come back to review it with you. I'd rather be thorough than fast.

"We want to wait until after the election."

Let me ask — what if values go down after the election? It's a gamble either way. Historically, the year leading UP to an election tends to be stronger than the year after, because the sitting administration is working to keep the economy looking good.

Either way, I don't have a crystal ball. So let me ask — if you WERE to sell now, where would you move to? What takes you there?

(Anchor them back to WHY they want to move. The election is usually a smokescreen for something else.)

"I want to work with the listing agent directly to save on commission."

I understand that instinct — and I'm curious, how do you plan on getting a better deal when you're working with the agent who was hired to get the BEST deal for the SELLER? The listing agent's job is getting top dollar. How does that financially benefit YOU as the buyer?

"We'd like to pray on it."

I can certainly appreciate that — and I absolutely respect that. And — who do you think sent me?

"We have so much to do before we have you out."

[Name], stop right there. I have dozens of stories of sellers who made improvements that never recouped their cost. So please don't put another dime into this home until I take a look. I'll be in your neighborhood later this week — let me stop by and give you some suggestions, I'll probably save you thousands.

Just last year I had a seller who put \$80,000 into a new kitchen and only recouped \$30K of it. I would have saved him \$50K if he'd called me first.

"We have an attorney handling the paperwork — we don't need an agent."

Attorneys are great at contract law. And — if they're handling the paperwork, who's handling the negotiations? Price, terms, inspection response, appraisal gap, buyer cold feet, closing delays — those aren't contract questions, those are negotiation questions. That's where I earn my fee.

"We're going with an agent who'll do it for less."

There are good agents offering discounts, and I don't blame you for considering it. I'm curious — did they offer that discount upfront, or did you have to negotiate it?

(Most say they negotiated it.)

How quickly did they cave? If they cut their own fee that fast just to win your business, how fast will they push you to cut YOUR price to salvage a deal? They've just demonstrated their negotiation skill. That's who you want representing you?

"I was a Realtor once — I can sell my own home."

I have no doubt you can find a buyer. I'm not worried about that. What most FSBOs — even former agents — underestimate is the closing process. Two-thirds of agent-assisted deals get renegotiated between contract and closing. My list-to-sale ratio right now is [X]%, and MaxLife's average is around [Y]%. Even after paying my fee,

sellers usually net MORE with me than without — because I get you the better price up front AND keep the deal from falling apart at the end.

One more thing — what do you do for a living? How many hours will you spend on this? After accounting for your hourly value, what are you really saving by DIY-ing it?

"Your office is so far away — how could you possibly help me?"

I understand wanting local. Let me ask — what's your definition of local?

Here's why having my office a bit further might actually work in your favor. I'm not sitting in an office all day. I'm in the field — showing homes, meeting sellers, covering a wide market. When you list with me, your home doesn't just get local exposure — it gets marketed to the buyers I work with in [other area] who might be moving this way.

You get the best of both worlds — an agent who knows your neighborhood AND who markets your home to a wider audience. That's more exposure, not less.

"If I find my own buyer, will you do it for less?"

I'm not short-sighted — if a family member or friend wants to buy the home, I'm not going to stand in the way. What I've found is that the buyers our full marketing generates almost always pay MORE than a friend or family member will — sometimes significantly more. But if you end up with a family buyer at a price you're happy with, that's something we can work out fairly.

"I've met with plenty of agents — I don't need to meet with another."

Perfect — if you're interviewing agents, when are those interviews happening? I'll be in your neighborhood on [day of last interview]. Since you're wrapping up anyway, wouldn't it make sense to have me stop by for 30 minutes BEFORE you make your final decision? I'm not expecting to sign anything — I just want to share what we do, so you can make an informed choice.

"I've already worked with your company — why would I work with them again?"

I completely understand. Here's what I'd ask — it's not the COMPANY that sells your home, it's the individual agent's activities. Some agents at every brokerage do five deals a year. Others do a hundred. The name on the sign doesn't determine which one you're working with.

What would I have to do differently than your last experience to earn the listing?

PART FIVE

Inbound Prospecting

MAXLIFE REALTY · SCRIPTS LIBRARY

First Call on a Buyer Sent to You by Another Agent

Warm lead. The other agent has already vouched for you. Convert fast.

Hi [Name] — this is [Your Name] with MaxLife Realty. How are you today?

I'm reaching out on behalf of [Referring Agent]. They and I have worked together on numerous transactions to help buyers like you secure their dream home.

So — tell me a little bit about what you're looking for.

(Buyer answers.)

Exciting! Where are you in the process so far?

(Buyer answers.)

Okay — sounds like you're in the early stages. I specialize in getting buyers prepared from the start so they move faster with fewer hiccups. Who are you working with for mortgage approval?

(Buyer answers.)

Great. So the next step is to sit down and walk through the process end-to-end — whether you've bought before or not, this market is shifting fast, and there are specific things buyers need to do right now to get offers accepted. What day works for a 30-minute meeting?

Instant Lead Conversion

Call within 5 minutes of lead receipt. Conversion rate drops off a cliff after hour 1.

Hi, this is [Your Name] with MaxLife Realty. Thanks for inquiring about [Property Address] — when would you like to take a look? I have availability this afternoon or tomorrow.

(If they book the appointment AND rapport is good, continue with the questions below. Otherwise, save them for your confirmation call.)

Also, while I have you — are there others you've seen online or drove by that you'd like me to check on? Great, I have a few more that might fit. Quick questions:

85. How long have you been looking? (If "just started" — close for the buyer consultation.)
86. Do you own or rent? (If own, do you plan to sell first? Close for CMA.)
87. Have you spoken to a lender? Who? How do you know them?
88. What price range works for you?
89. What about this area interests you?
90. Describe the perfect home for you.
91. When would you like to be settled in?

I have access to the hottest properties — sometimes before they hit the market. Would it help if I set up a search for exactly what you're looking for, so you're not calling around on signs and waiting for callbacks?

To set this up, the first step is a quick sit-down. We can meet at your home (think listing presentation if they own) or my office at [time] or [time] — what works better?

First Call on a Friend-of-Friend

Warmest of warm leads. Your past client has already closed the first 30 seconds of trust for you.

Hi [Name] — this is [Your Name] with MaxLife Realty. How are you today?

I'm reaching out on behalf of your friend [Referring Client]. They let me know you're in the market for a new home and thought I'd be a great fit to help you reach your goals.

Tell me a little about what you're looking for.

(Listen. Take notes.)

Exciting! Where are you at in the process so far?

Sounds like you're in the early stages. I specialize in getting buyers prepared from the start so they can move faster with fewer hiccups. Who are you working with for mortgage approval?

Great. Next step is a 30-minute sit-down to walk through the process end-to-end. What day works best for you this week?

Telling Your Sphere You've Moved to MaxLife

Send within your first week. Customize the middle paragraph.

Text Version

COPY + PASTE

Hey [Name] — quick note: I've moved my real estate license over to MaxLife Realty here in Florida. Same me, better tools and marketing for my clients. If you (or anyone you know) are thinking about buying or selling in the next year, I'd love to help. My cell: [your number]. — [Your Name]

Email Version

SUBJECT

A quick update on my real estate practice

Hi [Name],

I wanted to share a bit of news — I've moved my real estate practice to MaxLife Realty, a boutique brokerage here in Florida focused on full-service marketing and elite-level client care.

Same me, same number. What's different is what you'd see if you listed or bought a home with me — professional brochures, targeted social ads placement, and a broker-level lead network behind every transaction.

If you, a family member, or a friend is thinking about buying or selling in 2026, I'd love the chance to have a conversation. No pressure, no pitch — just a straight answer about where the market is and whether it's the right move for you.

Thanks as always for the trust.

[Your Name] · REALTOR® · MaxLife Realty · [phone] · [email]

PART SIX

Seasonal & Situational

MAXLIFE REALTY · SCRIPTS LIBRARY

13 Reasons Winter Is the Best Time to Sell

Used with any seller who says "let's wait until spring."

92. **SERIOUS** buyers only. No casual lookers. Winter buyers brave bad weather and holiday hassles — they're committed.
93. **LESS** competition. Many sellers believe the spring myth and delay their listings. Less competition = quicker sales at higher prices.
94. Homes **SHOW BETTER** when decorated for the holidays. Warmth, light, the smell of baking — buyers remember it.
95. **MORTGAGE MONEY** is plentiful and rates are competitive. Buyers have spending power.
96. **LENDERS** are slower this time of year — they process loans **FASTER**, which means quicker closings for you.
97. Buyers use **HOLIDAY VACATION DAYS** to house-hunt. Year-end is a buying window for relocating executives.
98. **CORPORATIONS** move executives during the holidays — relocation buyers are actively looking.
99. **EASIER** to prep your home for sale in winter — no lawn cutting, no weeding.
100. Sell in winter (a seller's market) → buy in spring (a buyer's market) when inventory floods. Better negotiation on **BOTH** sides.
101. Buyers are more **EMOTIONAL** during the holidays — they're more likely to pay your asking price.
102. Some buyers want to close before year-end for **TAX** reasons.
103. You can list **NOW** but restrict showings during the actual holiday week — best of both worlds.
104. You can sell now for more money and negotiate **OCCUPANCY** so you don't move in the middle of winter.

The "Wait Until Spring" Objection — Two Versions

For Sellers

"I know you said you wanted to wait until spring to sell. I have some updated facts from this week I want to share that affect you TODAY."

105. Experts are predicting rates will stay high or climb. What does that mean for you? Higher rates = fewer buyers qualified = fewer showings on your home.
106. The biggest listing wave every year hits in March/April. Getting ahead of that = less competition for you.
107. If you sold in January and negotiated a March/April occupancy with the buyer, you wouldn't actually move until spring — but you'd have the SOLD sign in December. Does that timing work better than you thought?

For Buyers

"I know you said you wanted to wait until spring. A few important facts from this week."

108. Every quarter-point rate hike is roughly a \$12,000 drop in the sales price you qualify for. Every month you wait, if rates rise, is house you can no longer afford.
109. All those homes sitting on the market after Christmas in January — do you think they HAVE to sell? YES. That means as a buyer, you have more leverage to negotiate. You'll lose that leverage in spring.
110. March/April has the highest buyer traffic. You'll be competing with 3x more buyers then. Multiple-offer situations drive prices UP. Buy in January, save in spring.

Your goal: set the appointment for the first week of the new year.

Because properties are moving quickly in this market, buyers need to be fully qualified and ready to make an offer as soon as they see the right home. Let's get you set up for [time] on [day]. What works better?

The Rate-Waiting Objection

Works for both buyers and sellers.

I get it — rates are painful right now. And let me ask you — if rates drop half a point, how much more buyer demand do you think enters the market?

(Answer: a lot.)

Right. And when more buyers enter, what happens to prices?

(Answer: they go up.)

So you might save 0.5% on your mortgage rate and pay 5%–10% more for the house. That math doesn't usually work. Here's what works — buy the house now while competition is reasonable. If rates drop, REFINANCE. You can negotiate a rate later. You cannot negotiate the purchase price after closing.

Marry the house. Date the rate.

Presenting an Offer You Received

In person when possible. Never forward a contract to a seller cold.

The Frame

[Name], I have an offer on your home. Before I walk you through it — quick frame. Every offer is information. It tells us what one real buyer sees in this market right now. The first offer is often — not always — the best one you'll see, because it comes from the buyer who was already waiting for a home like yours.

Walk Through the Terms

- **Price** — — how it compares to list and to the comps.
- **Financing type** — (cash, conventional, FHA, VA) and pre-approval strength.
- **Earnest money deposit amount** — — bigger = more committed.
- **Close date and contingency windows** — — inspection, financing, appraisal.
- **Concessions requested** — — buyer closing costs, repairs, appliances.
- **Unusual clauses** — — seller leaseback, post-close rental, contingent on buyer's sale.

The Three Choices

You have exactly three choices — accept, counter, or reject. Rejecting ends the conversation. Countering keeps it going. Accepting locks in this buyer tonight. Based on where we are in the market and what the comps show, here's what I'd recommend, and why...

Writing Your Buyer's Offer

Framing the conversation so your buyer writes the right offer, not the first emotional one.

The Three Questions

111. How much do you want this house? Would you be bothered losing it at a number you would have paid?
112. How fast do you need to close? Are you flexible on closing date to strengthen the offer?
113. What is the HIGHEST number you'd pay if this becomes a multiple-offer situation?

The Nine Levers

Price is ONE of nine levers. The others — earnest money, down payment strength, financing type, contingency timelines, inspection scope, appraisal gap, close date, seller's personal preferences (leaseback, flexible occupancy), escalation clause.

A clean offer at full price often beats an offer \$5K higher with four contingencies. An appraisal-gap guarantee often beats all-cash if the seller wants certainty. A 21-day close often beats a 30-day close at the same price.

Setting Expectations

We'll submit tonight. Most sellers respond within 24 hours. If we get a counter, we have another decision to make. If we're accepted, we're in escrow — inspection, financing, appraisal clocks all start immediately. Either way, I'll walk you through every step.

PART SEVEN

Resources

MAXLIFE REALTY · SCRIPTS LIBRARY

Daily Prospecting Tracker

Print one per day. The agents who fill this out dominate the ones who don't.

NAME		DATE	
CONTACT GOAL		APPOINTMENT GOAL	
LEADS GENERATED		APPOINTMENTS SET	

CONTACT CATEGORIES

Database	1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 ○ 11 ○ 12 ○ 13 ○ 14 ○ 15 ○ 16 ○ 17 ○
Sphere / Past Client	1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 ○ 11 ○ 12 ○ 13 ○ 14 ○ 15 ○ 16 ○ 17 ○
FSBO	1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 ○ 11 ○ 12 ○ 13 ○ 14 ○ 15 ○ 16 ○ 17 ○
Expired	1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 ○ 11 ○ 12 ○ 13 ○ 14 ○ 15 ○ 16 ○ 17 ○
Lead Follow-Up	1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 ○ 11 ○ 12 ○ 13 ○ 14 ○ 15 ○ 16 ○ 17 ○
JL / JS (Just Listed/Sold)	1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 ○ 11 ○ 12 ○ 13 ○ 14 ○ 15 ○ 16 ○ 17 ○

RESULTS

Seller Appointments Set	1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 ○
Seller Leads	1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 ○
Buyer Appointments Set	1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 ○
Buyer Leads	1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 ○

TALK TIME · NOTES

START		END		TOTAL	
NOTES					

Listing Lead Sheet

Fill out during the pre-qual phone call. Bring to the appointment.

APPT DATE		APPT TIME		DAY	SU MO TU WE TH FR SA
DATE SET		GENERATED BY		SOURCE	
SELLER 1		SELLER 2			
LAST NAME		SPOKE WITH		Seller 1 Seller 2 Both Divorced	
ADDRESS		CITY / ZIP			
PHONE 1		EMAIL 1			
PHONE 2		EMAIL 2			
STYLE		SQ FT		GARAGE	
BEDROOMS		BATHROOMS		BASEMENT Y/N	
ACREAGE		YEAR BUILT		TYPE	
SELLER PRICE OPINION		MORTGAGE BALANCE		PERSONALITY	D / A / E / AM
WHY THEY ARE MOVING					
IDEAL TIMEFRAME					
WHAT IF THE HOME DOESN'T SELL					
# SHOWINGS / # OFFERS / DAYS ON MARKET (IF RE-LIST)					
APPOINTMENT QUALITY / NOTES					

Buyer Lead Sheet

Complete during the first call. Bring to the buyer consultation.

APPT DATE		APPT TIME		DAY	SU MO TU WE TH FR SA
DATE SET		ASSIGNED TO		SOURCE	
BUYER 1 NAME			BUYER 2 NAME		
CURRENT ADDRESS			CITY / ZIP		
PHONE 1			EMAIL 1		
PHONE 2			EMAIL 2		
MOTIVATION 1-10		GOAL MOVE DATE		HAS HOME TO SELL?	Y / N
PRE-APPROVED?	Y / N	LENDER		LOAN TYPE	
PRICE RANGE		AREAS		FAMILY SIZE	
STYLE		SQ FT		GARAGE	ATTACHED / DETACHED / NONE
BEDROOMS		BATHS		YEAR BUILT	
DESCRIBE THE PERFECT HOME					
WHAT COULD STOP YOU FROM BUYING					
ADDITIONAL COMMENTS					

Questions? Ask.

For anything not covered in this booklet — new templates, co-branding, sponsorships, community partnerships, or unusual formats — please get written approval before production.

BROKER OF RECORD

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ONE BRAND · ONE STANDARD · ONE MAXLIFE

LIVE THE MAXLIFE.

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