Agent:

Hi, my name is [Your Name & Brokerage], and I'm calling to speak with the owner of [Property Address].

Homeowner:

"If you have a buyer, we can talk. If you're trying to list the house, don't waste your time."

Agent:

"I am sure agents are blowing up your phone telling you the same old thing, and I know that's frustrating, however, I'd like to tell you about something that I can guarantee no other agent has ever told you before."

Homeowner:

"Okay… What is it?"

Agent:

"Remember when you bought your home? Remember how frustrating the process is when placing offers and you don't know what you're competing against and you lose out on properties? The process is very frustrating for a buyer, but it's much worse for a seller. Think about it, if buyers are guessing, that means sellers are leaving money or better terms on the table."

"My team uses Homesale.plus—a transparent online platform where buyers compete in real time to give sellers the most money and best terms in just two-weeks or less. We use a pricing strategy to shock the market and create demand quickly, driving every buyer in the market to your home, not just letting it sit at a high price and telling you to lower it. From there, buyers compete against each other, seeing everyone else's offer, which naturally creates competition. In the end, the most motivated buyer wins, and you know you haven't left any money or better terms on the table. And the cherry on top, not only do you not have to accept any offer, but if you do, there is zero commission that comes out of the price you accept on the platform. And again, you have no obligation to accept any offer at all.

Homeowner:

"How do you get paid?"

Agent:

"The buyer and their agent know upfront that they are competing to show the net of commission, and that the commission will be added to the price you accept to create the contract price the buyer pays. So instead of commission coming out of the price you accept, it is added to it. It then will come off of your side of the sheet at closing, so the buyer is not paying it as a hard cost, just baked back into the price they pay.

Homeowner:

"If my home doesn't sell, do I owe anything?"

Agent:

"No—we assume all the risk. You have nothing to lose. The worst that happens, is you find out what someone is willing to pay in two weeks, rather than 6 months down the line.

Homeowner:

"If I start with a low price, won't buyers think that's my home's worth?"

Agent:

"Not at all. Buyers understand market value and the price is not a price you are going to accept, it is a price that will make buyers run to see your home and want to make an offer. A strategic price drives traffic, and the transparency creates competition. When buyers compete, sellers win. And again, it's two-weeks or less and you're under no obligation to accept anything."

Homeowner:

"This is interesting. Can you send more information?"

Agent:

"Of course! Let's set a time to go over everything in detail—I'd love to show you how this works."