

SELLING SHOWCASE HOMES SUCCESSFULLY IN TODAYS MARKET

“Work it out, before it becomes a Workout!”

WHITE PAPER

By



ROLAND NAIRNSEY
New Home Sales +

Educate • Motivate • Inspire

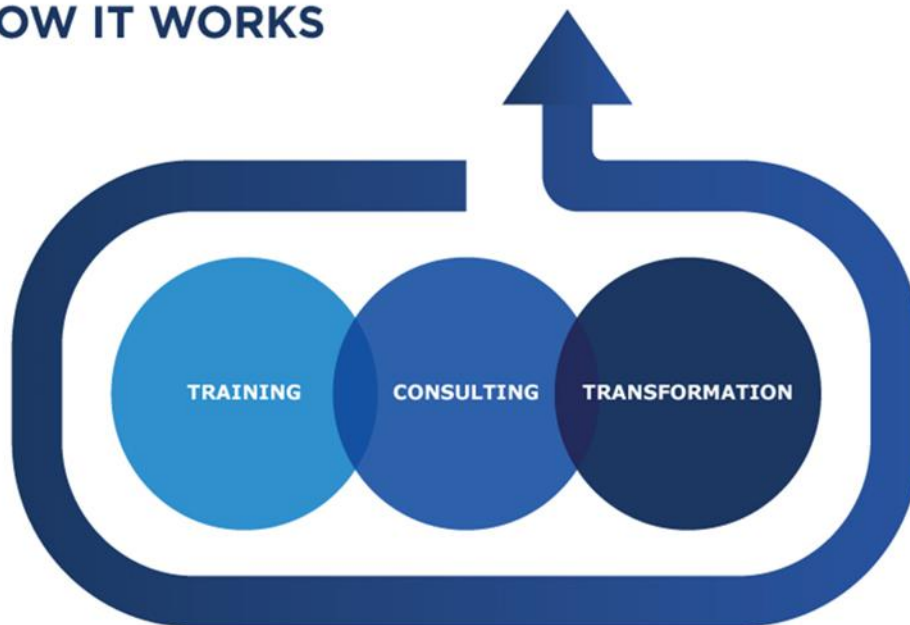


ROLAND NAIRNSEY
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SIMPLE SALES SYSTEMS TIME-TESTED EXPERTS

HERE'S HOW IT WORKS



TRAINING

We train managers and their sales teams of all sizes, to implement new home sales systems and processes that are proven to work in all market conditions. Roland's training is honed from his decades of real-world experience, is easy to follow and fun to learn; and most importantly increases sales and conversion ratios measurably and consistently.

CONSULTING

Roland visits builders Sales Centers and homes in person and consults in depth on an ongoing basis, with Sales Directors and ownership on each facet of their new home sales organization and sales process. The best results are obtained when training, consulting and leadership are all aligned and working together to accomplish systematic and measurable results and long-term sustainable success.

TRANSFORMATION

Topical increase in sales is the short-term benefit of the training, the long-term goal of the coaching and consulting is total transformation of the sales organization. There are many home builders across North America who credit their deep-rooted long-term success to Roland's holistic approach to sales and consulting. This has given many the confidence to expand, knowing they have a systematic approach to sales, proven to yield successful results year over year.

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ROLAND NAIRNSEY

MASTERY OF SELLING

*For New
Homes*



Roland is a celebrated author, International New Home Sales Coach, and consultant. Originally from London, he became a licensed Realtor® in 1984 and started working for his first home builder in 1987. He has successfully sold homes for numerous builders ever since as both a salesperson, selling Sales Manager and Director of Sales, and is personally responsible for **almost one billion dollars' worth** of new home sales.

He became a national sales trainer in 2002 and spent a decade training **thousands of salespeople all over across North America to replicate his sales success**. His clients love his refreshing **"Real World" approach**, teaching processes honed from his own experience, which are proven to increase sales, and have even nicknamed him **"The Stuff Guy"**. The feedback is that **they love his offbeat British Humor and laugh while they learn**.

Taking a sabbatical from training, Roland recently managed sales for a luxury home builder in Southwest Florida for three and half years. **This allowed him to understand today's buyers as well update his approach and training material to suit to this new contemporary market. Also, making him one of the only trainers to recently be successful selling homes himself.** Roland formed his own training company New Home Sales Plus, and has very quickly gained a loyal following of clients all over North America, **with combined monthly sales in the billions.**

He delivers his training both in person, and via interactive, live Zooms. He also is an avid blog writer, posts Free Videos on his You Tube Video page, and just released his latest book on Amazon "The Mastery of Selling." "The Mastery of Negotiation" will be released this summer. Roland lives in Miami with his wife Svitlana and son Max. In his spare time he loves to travel with his family and watch his beloved Tottenham Hotspur Football team.

Roland is the best trainer I have had in 32 years of selling new homes. He provided real world answers to closing the sale, gave a great road map to success, & made the training fun.

Randy Johnson, Jayman Masterbuilt, Edmonton, AB

**ROLAND NAIRNSEY,
FOUNDER,
NEW HOME SALES PLUS**

Please feel free to reach out to Roland with any questions, or for help with your coaching and consulting needs. Learn sales systems and processes that are proven to increase sales and conversion ratios on a consistent basis.



Telephone: 561- 236 - 2400

Email: Roland@NewHomeSalesPlus.com

Website: NewHomeSalesPlus.com

*Roland's program was **life changing**, it has already had a huge impact on how I think in sales. Roland's personality and passion for sales are contagious.*

Lindsay Price, Eagle Construction, Richmond, VA

IDENTIFY

First decide which show case homes you want to focus on and move.

Do you want to focus on all of your inventory homes, or only the following:

- Specific community
- Specific price point
- Aged Inventory - Market time in excess of _____ days or months.

Which Inventory Homes do you want to focus on:

Do a MAP Analysis

I love acronyms as a way of remembering to keep things simple, and created this one a decade ago to help us analyze our inventory and make the necessary changes easily and effectively.

M = Marketing

A = Appearance

P = Pricing and Promotion

MARKETING

Review all marketing material and ensure that your showcase homes are being marketed correctly. Such as:

- Website
- MLS
- New Home Platforms Such as: Zillow, Realtor.com, Redfin, Trulia, Home.com, and Livabl
- Social Media - Facebook - Instagram etc.
- Consider Creating a Marketing Campaign for your "Showcase homes".

LEVERAGE ALL THE FREE PLATFORMS and talk directly to your Buyers

Most MLS around the country automatically link to Realtor.com and Zillow. The two platforms between them brag over 300 million unique monthly users. Add in Redfin, and now both Home.Com and Livabl and you have a plethora of great opportunities to attract potential buyers. Of course not all the buyers are looking in your area, but this tells us that buyers all over the country are searching for their dream homes online. With that in mind, how do your listings stand out from the crowd? We humans have short attention spans these days, so you have 8 seconds to grab your buyers attention. Here are some tips:

MLS - Check the following:

- Updated Descriptions:
Is everything up to date and also specific to each home or just a broad brush homogenized approach? Are you treating these homes generically or as individual prized possessions? Remember we are selling the dream of home ownership where each home should feel unique and represents your end users vision.
- Photos of Unique Selling Features:

Features such as stunning kitchens, millwork, fireplaces, and unique views. Are they featured early in the MLS picture deck. Forget five pictures of the foyer, or pictures of perfectly vacuumed carpets in guest bedrooms and focus on the most exciting features to grab your potential buyers attention.

When I was managing sales a few years ago on the West coast of Florida, we did a MAP analysis and realized that many of our aged homes that hadn't been selling had gorgeous views, in some cases both front and back. We took photos of sunrises over ponds, one of which even had a little Bambi coming out of the fog. Guess what, the phone started ringing with excited buyers.

➤ Tell the Story of Each Home:

Often listings are so confusing, I just reviewed one that had pictures of another finished home that wasn't even the same floor plan. I would have no idea what is being built, when it will be available and where it is located.

○ Where, When and What

As new home sales professionals we teach selling from macro to micro. The same should apply for your listings, show a map depicting the great location, and then the community, amenities and most especially the homesite. Simple Google earth snippets will suffice to show buyers the location. If there is any kind of a view or hot buttons associated with this, then add these photos early in the deck.

I was just reviewing a listing with an excellent salesperson in New Hampshire. The home under construction was part of a small infill with three quarters of an acre home sites, and you could walk to downtown Portsmouth in under five minutes, or hop in your car and be on the major highway in under five minutes; so ideal for commuters.

The salesperson is now going to add to the MLS listing, a map showing the short walk to downtown as well as access to the major highways, plus photos of the oversized homesites surrounded by trees and nature, as well as write all of these benefits into the comments. Now a customer will understand

immediately the location, community and homesite benefits of the home, and be far more likely to both show up to view the home, as well as begin to fall in love with the location features and benefits of the home. Also, since most major buying decisions involve some compromises, let's say the guest bedrooms are too small or the homesite backs up to a road, the buyer will be more flexible, because so many of their other boxes are checked. Whew, all of that from reviewing and improving the listing in MLS!

➤ Virtual Enhancement and Staging:

Do your unfurnished homes look flat, lacking emotion or sizzle? There are so many companies out there such as Box Brownie, who can stage rooms virtually, and fix the architectural style to look like a Norman Rockwell painting at dusk, all for a nominal investment.

Content and Individual Fliers

For the record I have been ridiculed many times by far more sophisticated marketing types for my old fashioned beliefs in fliers. However, in front line sales, we need to be able to narrow down to one of a kind and create a concrete connection to a specific home. Sitting down at the end of every demonstration and recapping, is an integral part of the three act sales process, so that the buyer understands all of their choices completely; making it easy for them to move forward with the purchase. Individual fliers are proven to be the most effective at this. So *"take that"* you elitist naysayers, we sales guys need our fliers. Here are some tips:

- Have you created individual content for each of your showcase homes or are you promoting all at the same time. Long lists of inventory look like too much supply and a decrease demand.
- Are you treating these homes generically or as individual prized possessions? Remember we are selling the dream of home ownership where each home should feel unique and potentially represents your end users color palette and vision.

- o "Was VS. Is" pricing. Are you showing the savings? Excuse the funky English, if you don't show me the "Was" pricing, then the "Is" reduced and incentivized pricing has no value or benefit. I don't know about you, but I love buying items on sale, "Needless Markup Rack" is probaly my favorite, whoops, I meant to say Neiman Marcus Rack.
- o Show the actual finishes selected, even if its early in the lifecycle of the home. I have included a great example. There are more embedded in the white paper.

Examples of Fliers



WINFREY ESTATES

This stunning 2-story home boasts modern elegance with a charming, cottage-style exterior. The pristine white and stone façade creates an inviting curb appeal along with an inviting covered front porch and a spacious two-car garage. It is perfectly designed for comfortable living.

Inside, the open-concept floor plan is designed to offer both functionality and comfort, making it ideal for those looking to "rightsized." With spacious living areas and premium finishes, this home is the perfect blend of style and sophistication in the serene Winfrey Estates neighborhood.

ADDRESS: 1306 HIDDEN OAKS DR. \$470,000.00
MODEL: PORTICO C
 Living Area: 2468 Sq Ft | Under Roof: 3,165 Sq Ft
 3 Bedrooms | 3 Bathrooms | Flex Room | Courtyard
 2-Car Garage

SALES PRICE SUMMARY
HOMESITE PREMIUM \$15,000.00
 Homesite 29 - Within walking distance to pickleball and amenity center.

TOTAL OPTIONS \$7,224.00
 8th Land 1 Stone - Charcoal Wood (Level 1) SMC Flooring - Chestnut Walnut
 Level 2 Quartz counter tops - Calacatta Most Stone (Level 1) Light Package - Beamed
 Collection - Black (Level 1) Porcelain Tile - Concrete Stone (See Model) | Primary Bath
 - New Alloy Black Stainless Steel | Primary Bath - Silver Black Faucet | Shower
 Boundary Bath - Silver Black Faucet | Shower

TOTAL INVESTMENT \$492,224.00
GRAND OPENING INCENTIVE (\$10,000.00)
REDUCED TOTAL INVESTMENT \$482,224.00

To be eligible for this promotion, buyers must sign an agreement by September 30, 2024, and close no later than October 31, 2024 as well as use our ROC Homes preferred lender, and agree to make no further structural or cosmetic changes to this home. Prices subject to change without notice.



What's in this home

EXTERIOR			INTERIOR		
FLOORING					
CABINETS		COUNTERTOPS		WALL TILE	
APPLIANCES			PLUMBING		

ROC Homes reserves the right to change specifications, materials, and finishes without notice. All prices are estimates and subject to change without notice. All prices are estimates and subject to change without notice. All prices are estimates and subject to change without notice.





\$636,990

CAPRI DESIGNER MODEL AVAILABLE
WWW.BEECHENDILL.COM



**photos are from previous model*



Homesite #26B
12841 Marble Street
Lemont, IL 60439

- 1,814 Square Feet, 2 Bed, 2 Bath, 2 Car Garage
- Upgraded Chef's Kitchen Appliance Package
- Full 9' Basement with Rough-In Plumbing for Future Bathroom

- Wide Plank Hardwood Floors
- Large 14' x 14' Patio
- Beautiful Trim Package
- Upgraded Bathrooms with Kohler Plumbing Fixtures
- Upgraded Lighting Package

CONTACT BERNADETTE LIGAS | PHONE: 708-770-9099 | EMAIL: BERNADETTE@BEECHENDILL.COM



CAPRI FEATURES

- 2 Car Garage Included
- Insulating 6" Fiberglass Raised-Panel, Insulated Front Entry Door
- Full Basement with 9' Foundation Walls and Available Options to Finish
- Countless Available Options for Home

FIRST FLOOR

- Open Concept Floorplan with 9' Main Level Ceiling
- Impressive Family Room with Optional Fireplace
- Large Entertainer's Kitchen with Custom Cabinetry, Large Island, and Walk-In Pantry
- 7" Plank Engineered Hardwood in Foyer, Kitchen, Dinette, Powder Room, and 1st Floor Hallways
- Flex Room
- Functional Storage Spaces with Large Mudrooms





CREATE A MARKETING CAMPAIGN & A COLLECTION OF SHOWCASE HOMES

If you have a larger number of “move in ready” homes that are completed and you are concerned about moving them, then proactively create a collection and a campaign of the homes you wish to feature. Decide what to call this collection and how to promote them. This way you can assign marketing dollars to focus on these move in ready showcase homes, as well as add a tab on your website and create a conversation point, excitement, and drive in traffic looking to move in quickly.

Marketing:

I am satisfied with the marketing of these showcase Homes.

Or

I need to improve my marketing; this IS how I plan to do this:

- 1) _____
- 2) _____
- 3) _____

APPEARANCE

How is the appearance of each showcase home? Are they in mint, good, or bad condition? Clearly, mint is what they all need to be to entice today's discriminating consumer. What changes could you make to improve the appeal of each home. Such as, landscaping, flowers, exterior or interior paint, adding appliances, lighting or maybe fencing to provide privacy. How many times do we say things like.

"Bring me a buyer and we will add the _____ or fix the _____."

I hate to be the bearer of bad news, but in a normal to tough market this doesn't cut the mustard. Buyers have lots of choices especially as we go up in price and they need to be dazzled, in order to be tempted to part with their hard earned money.

How is the appearance of each showcase home? Are they in mint, good, or bad condition?

What changes could you make to improve the appeal of each home. Such as, landscaping, flowers, exterior or interior paint, adding appliances.

I am satisfied with the appearance of each showcase Home.

Or

I need to improve the appearance; this is how I plan to do this.:

1) _____

2) _____

3) _____

PRICING AND PROMOTION

Are these homes priced fairly or are some overpriced, and we are hoping that our buyers are mind readers and will know this, and make us a fair offer? Let's admit that this is probably a fairy tale we have been telling ourselves for too long and instead do the hard work of coming up with a bona fide pricing and promotion strategy. Begin by making sure you provide a detailed CMA (Competitive Market Analysis) so you understand the market values, how you compare and what you may need to do to sell your homes. What pricing adjustment could you make that would help them to sell faster?

INCENTIVES

*"Incentives don't make buyers out of non-buyers;
they just make real buyers but more quickly."*

Roland Nairnsey

Incentive Rules

- I. Always in writing**
- II. Always with a reason**
- III. Always with terms**
- IV. Always have an expiration date, either real or perceived**

If you don't follow these rules than you will have a discount. Discounts don't create urgency; they just show weakness and can reek of desperation in the customer's minds. Let's discuss this a little more fully to make sure you can maximize your effectiveness when implementing the powerful tool of incentives.

I. In Writing:

- a) Website, Ads, Social Media, Signage
- b) A poster or easel in the sales office

c) Recap form at the end at your desk.

a) Digitally on website and social media

If you have a promotion or incentive that is being promoted to the public by marketing via digital media, direct mail, ads etc. Make sure that as managers, we are communicating an incentive with our sales teams. However with larger companies it can happen that marketing kicks off an incentive without reminding sales. Ideally this shouldn't happen, however as a front line salesperson it is a good habit always do the following:

- I. Check your website and stay current with the Incentive and its Conditions.
- II. Have printed literature in the sales office that matches the style and content of the public promotion.

b) A poster or easel in the sales office

Create a conversation point, by having a poster or easel that broadcasts the message if it has been a public promotion. Such as

**Ask about our
Special Grand Opening Incentives**

c) At the end at your desk.

Special Grand Close Out Incentives,

This for me is the most effective way to cause your customer to experience your incentive and how it will benefit them, which is when you sit down and recap at the end, to be sure to write down the incentive on your recap sheet, most especially when it will go away with either a real or implied dates. When going through your customer worksheet and showing what either the total or monthly investment will be of the customer's brand new home with all of their luxury choices, it is the perfect time to write down the incentive along with the expiration date. For example:

Home for: Travis and Taylor

Date: 4-14-25

Home - Enchanted

\$525,650

Homesite 17 - Sunset and Lake view

\$22,350

Luxury Finishes:

Gourmet kitchen Package, extend LVT into Study, and

Primary Suite. Covered Patio

\$43,500

Total Investment *

\$575,000

Limited Time Spring Savings Incentive

Use as you choose

(\$10,000)

Good through

05-15-25

***Prices Subject to change without notice**

II. ALWAYS WITH A REASON

In order to be credible, there has to be a reason for the incentive, with an expiration date either real or implied. Here are some examples. Pick the ones that you like the most and then mix it up.

- GRAND OPENING / GRAND CLOSE OUT

Grand Openings and closings can be either for the whole community or just a collection of the next homes being offered in the community. Depending on your situation.

- HOLIDAY SPECIAL
- NEW YEARS SPECIAL
- VALENTINES DAY
- MARCH MADNESS
- SPRING INTO SAVINGS
- EASTER SPECIAL
- DOG DAYS OF SUMMER
- INDEPENDENCE DAY
- BACK TO SCHOOL
- FALL INTO SAVINGS
- HALLOWEEN
- THANKSGIVING

I am sure there are many more. Hopefully you get the idea to attach your incentive to a season or an event. Consumers are smart, they are used to pricing strategies with incentives that have a reason and a theme. For example as of this writing Lexus the world famous car company always have "A December to Remember" in the United States. My wife and I have been leasing with this brand for over a decade and always wait to go back to the dealership until December, feeling that we will get the best deal. I have idea if this is really true, but the repetitious advertising and branding of this savings event has been very effective in guiding our decision making. If a buyer is

in the market to buy a home anyway, your named incentive could be the trigger to get them in the door and move them off the spot to purchase their new home.

TERMS

Creating terms for your incentives creates win-win situations on many levels. Firstly, create terms that benefit you and your company, such as buying and closing within certain dates, or using your preferred lender, or not making any changes to a home that is already started, and many more. Secondly, this also causes the client to stop in their tracks and focus on something other than price. You will have switched their focus from whether they want to buy your home to how they proceed with the terms of the agreement, and they will begin to recognize that there are other elements within purchasing a home that will then become important to them. In order to benefit from the incentive the customer should have to abide by the written terms, such as:

1. Buy in the Current Month or by a specific date.
2. Close by a certain date.
3. Use your Preferred Lender and Title Company.
4. Not make any selections or changes to a designer Showcase home.
5. May only be for specific homes in your inventory, such as "Designer Showcase" or Aged/Seasoned Inventory.

III. EXPIRATION DATE

SALES GENIUS

"I just need to share with you that this special _____ incentive,

(Reason for incentive)

Is good through _____."

(Expiration date of incentive)

Again, follow it with profound silence, and let the loss of the incentive resonate in their minds, and then follow up by asking for the sale in your favorite way,

Types of Expiration Dates

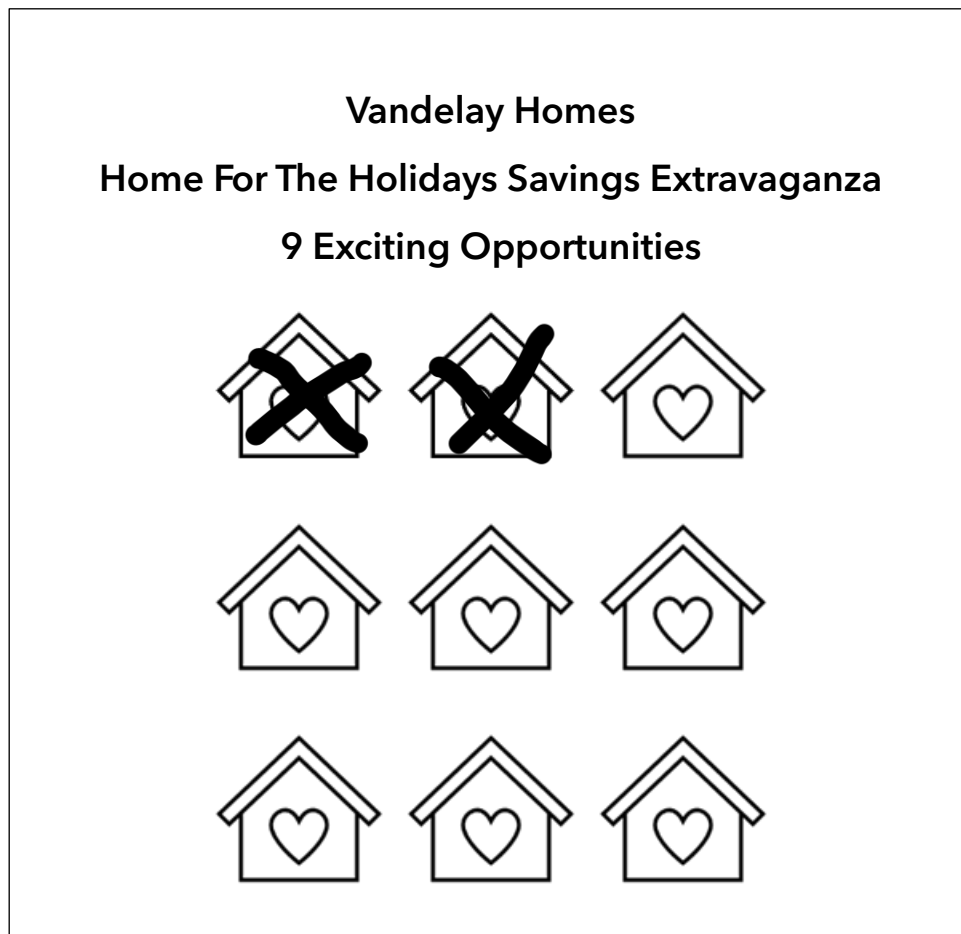
1. **Date**
2. **Number of Sales**
3. **Implied Expiration**
4. **Unknown Expiration**

1. **Date**

This is the most typical and has a date certain when the incentive officially ends.

2. **Number of Sales**

One of my favorites ways to create urgency with incentives is for a precise number of Here is a very basic example:




Diminishing Incentives



Another variant of a limited number of homes that are part of an incentive is to also reduce the amount of the incentive for either each sale in a community, or a specific number of sales for the whole company. Here is an example of how this visual prop would look in your sales office.

Vandelay Homes 12th Anniversary
12 Showcase Home Special


Level 1

~~~~


Level 2

~~~~ 

Level 3



Level 4



At the highest level, Mastery Selling includes storytelling and creating magical memorable moments for our customers. One of the fun benefits of a diminishing companywide incentive is that the salesperson in each community can choreograph a dramatic moment before writing the agreement, they have to contact their manager to check to make sure that the level they have communicated with the customer is still available. This is especially relevant when the incentive is crossing a level threshold and is about to drop. The phone call to the manager would go something like this, especially effective if the customers are within earshot and can hear the conversation.

Sales Genius

Hi, this is George, here in Boca Del Vista. I am here with Morty and Helen who would like to go ahead with the beautiful Cosmo plan on homesite 17, with the sunrise and lake view. I am just checking to make sure that the last level 2 incentive is still available.

Your manager would ask you to wait a few moments for dramatic tension, and then once you have confirmed that the last level is available, you would go ahead and advise your customers and put the agreement together. Can you see how this may create more impact than just a regular incentive timed for the end of the month?

Implied Expiration

An implied expiration can be effective because it creates uncertainty as to when the incentive is formally ending. Examples such as Grand Openings or Openings, sneak previews, and even some seasonal incentives such as Spring, Summer, or Fall would all have expiration dates that are implied and therefore effective at creating uncertainty, which leads to urgency and more sales.

Unknown Expiration

How many of you work for builder who have unannounced price increases? This creates natural urgency when you lean into this and explain to your customer that unfortunately prices change without notice, so with that in mind lets go and secure the home and lock in the investment today. The same concept applies to unknown expiration dates for incentives. The Customer can't become complacent as to when their savings will formally end. As a salesperson we need to be clear when recapping and highlighting the expiration date on the recap form.

Sales Genius

I would hate for you to be upset with me if I didn't share with you that this incentive may end anytime soon. My manager often ends them without notice. Since you love

the location, community, home, view, and all of these luxury finishes, let's go ahead and secure you new home for you, before its gone or the incentive ends?

SALESPERSON COMPETITION & INCENTIVES

This may not sit well with the ownership team, as of course new home salespeople are compensated well to sell our new homes. However, there are different incentives that I have seen used effectively and implemented many myself to help move aged inventory homes.

Aged Inventory Incentive: Set an incentive for specific aged inventory per home, payable at closing.

Aged Inventory Increasing Incentive: The incentives increases by a pre-set amount for each aged inventory sold, that closes within the specified time frame and terms. E.G: \$250 for the first sale, \$500 for the second, \$750 for the third and \$1,000 for four plus.

Aged Inventory Bonus for hitting a goal number of sales -per salesperson : Set a Bonus per inventory home, however the individual salesperson can only receive it when they reach a certain number of aged inventory sales, that close within the specified time frame and terms. Such as 3 - 5 aged inventory sales, equal retro incentives on all the aged inventory sales.

Aged Inventory Bonus for hitting a goal number of sales - Whole Division or Sales Team : A bonus for each aged inventory home sold and closed that are part of the special collections, only payable when the whole team reaches a goal number of sales, which closes within the specified time frame and terms. This way the team are rooting for each other to succeed.

Back Pocket Saving Incentives:

If you have a back pocket incentive program the salesperson can receive a bonus percentage of what they don't give away. E.G: Let's say you has \$5,000 in your back pocket. For giving away \$0 concessions the salesperson receives \$1,000, for giving away \$1,000 they would receive \$750, \$2,000 would receive \$750, \$3,000 would receive \$500, \$4,000 would receive \$250, and for giving away the full \$5,000 they wouldn't receive a bonus. This gives the salesperson "Skin in the game", and an interest in not giving away everything immediately, but working hard for the sale at a fair investment amount.

NON PUBLISHED INCENTIVE

*"Incentives are very effective when used as **closing tools**, as opposed to **opening statements**."*

Roland Nairnsey

PREPARATION



The concept of keeping a small incentive in the salespersons back pocket only works if there is **clear communication** between the Sales Manager and the Salesperson.

The manager needs to communicate Clear Parameters to the sales team in advance so that they can use these as a closing tool, with confidence. These need to be factored into the pricing strategy and should never cause an erosion of margin or decreased **PROFITS**.

Warning:

This concept takes open mindedness and mental flexibility. These are suggestions for what works in many markets and should feel comfortable for you and your company style and is in no way mandatory.

ACT I - TABLE THE INCENTIVE AMOUNT

Scenario: When a new client walks in and immediately asks what kind of incentives you have **before they have seen any homes.**

The goal is to **table** it, have them fall in love with your home plan, finishes and value, and then use it as closing tool to create urgency and help them move forward now, as opposed to delaying action.



Sales Genius

*We do have some exciting, limited **time incentives!***

*They vary depending upon the **home** you choose, **your luxury choices** and **when** you would like to move in.*

May I help you find your perfect home, and then I would be happy to share them with you, ok?

ACT II

FIND OUT WHAT'S IMPORTANT TO THEM - Hot Buttons

We need to fine tune our empathy skills or closing radar and find out what details in a home are important to clients. These may range from:

- ✓ Ceiling Fans
- ✓ Appliance package, Countertops, or Cabinets
- ✓ Flooring
- ✓ Fireplace
- ✓ Landscaping

- ✓ Increased Energy Efficiency
- ✓ Credit towards Closing Costs
- ✓ Credit towards lower Interest Rate

ACT III

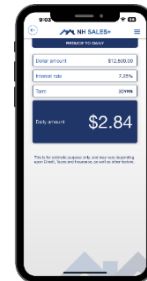
USE THE POSSIBILITY OF OBTAINING THEIR HOT BUTTON ITEM FOR FREE AS A CLOSING TOOL.



Sales Genius
"If I could..., would you....?"

When you are sitting down to recap, and their objections are price related or obtaining their hot button item. First we would try:

1) Reduce to the Ridiculous



2) Then we could try a Take- Out Close.

Sales Genius

*In order to help you build your brand new home closer to your budget,
 maybe we could remove the _____.*

(Luxury Choice)

If neither of those two strategies work, and they are not going ahead then we could suggest the following possibility.

Sales Genius

It seems as though you do love the _____ home plan, and would like to go ahead and build, but were hoping to include _____ is that correct?

(Hot Button Item)

“What if we could go ahead and include _____ at no charge,

(Hot Button Item)

how would you feel about building your dream home then?

*Great, Let’s go ahead and put this together,
and I will present to my manager immediately?*

DON’T COMMIT - USE THE HIGHER AUTHORITY TO CONTINUE CREATING URGENCY

At the end of your drawn out negotiation, as a salesperson, if you suddenly and magically agree to the customers price and terms without checking with management, what may the customer be entitled to think? Exactly, that they have been negotiating with you, and that this is some kind of a manipulative game. Also, even though you would love to end the discomfort of the tense back and forth, the buyer may think that you agreed too quickly, and even though they may sign their agreement, they may go home and come down with a giant dose of buyer’s remorse.

Managers Approval - No Surprises

So the important final piece of this puzzle is to advise your customers that you will go ahead and write the agreement and present to your manager, just to make sure there are no surprises. This is the final step to prove to your customers that they have indeed won their much coveted game of negotiation. Some of you will feel better counselling your customers that their offer looks good, so let’s put this together to ensure no surprises and allow us to move forward with their beautiful new home. Others of you are steelier in your resolve and may not feel as though you need to say it looks good, as your silence will compel your professional level negotiating buyers

to avoid becoming complacent and lowering their price or terms. Here’s how to advise your customer that their proposal needs to be written for approval.

Sales Genius

Talyor and Kelce, your brand new home will be beautiful with your delightful choices. My manager has asked that we put this together in writing so she can review it and make sure that everything looks good and that there are no surprises.

As mentioned if you feel more comfortable then you can add the “It looks good” comforter:

Sales Genius

“It looks good, my manager just wants to review and make sure there are no surprises.

Pricing and Promotion

Pricing:

Are these homes priced fairly or are some knowingly overpriced.

What pricing adjustment could you make that would help them to sell faster?

Promotion

What kind of promotion are you currently doing for these showcase homes.

How could it improve.

Or

I need to improve my promotion; this is how I plan to do this :

1) _____

2) _____

3) _____

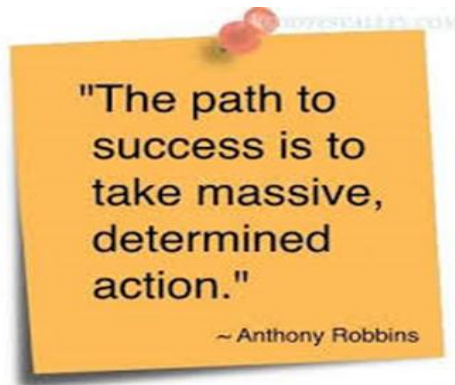
COMMITMENT

Please write down three concepts, the benefit, resources needed to accomplish and timeline for inception and completion if appropriate.

1) CONCEPT _____
BENEFIT(S) _____
RESOURCES _____
TIMELINE _____

2) CONCEPT _____
BENEFIT(S) _____
RESOURCES _____
TIMELINE _____

3) CONCEPT _____
BENEFIT(S) _____
RESOURCES _____
TIMELINE _____



I hope this White Paper has been helpful. Please feel free to contact me with any questions or to let you know how I can help.

Truly,

Roland Nairnsey

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ROLAND NAIRNSEY
New Home Sales +

Educate • Motivate • Inspire

“Roland is to new home sales training what Pelè is to soccer, Woody Allen to screenwriters, and Babe Ruth to MLB players - The Best!”

Becky Martin, Ivey Homes, Augusta, GA