

Dealing with Difficult Buyers, Sellers and Agents

Presented by Greg Glosson CRS, CRB, ABR, GRI, SRS, RENE, RSPS, e-PRO,
CIPS

Are you ready to create a positive experience for your customers and clients, with fewer bumps along the way? Have you ever felt like no one was listening to you? Have you felt like you were banging your head against a concrete wall? If so, this session is for you! Learn to identify, manage and create a win-win situation with low offers, unresponsive agents and combative clients. Learn how you can help set expectations with buyers, sellers and agents that lead to closed transactions and higher productivity for everyone involved.

This session identifies and discusses key topic areas including:

- Building rapport with Sellers
- Setting Expectations with Sellers
- SCS – Seller Consultation Session
- Explaining how REALTORS® work (no it's not like HGTV!)
- Agents Top 10 Seller Pet Peeves
- Setting Expectations with Buyers
- BCS – Buyer Consultation Session
- Buyer Hand Holding (How to keep buyers loyal)
- Explaining how Buyer Representation works with a REALTOR®
- Agents Top 10 Buyer Pet Peeves
- Questions to ask a Co-operating agent that benefit your buyer or seller
- Agents that work on Teams
- Agents Top 1,286 Co-Op Agent Pet Peeves (really, only 10!)

Worksheets include questions to ask your Seller, questions to ask your Buyers and questions to ask co-operating agents.

Key takeaways that you can begin using in your business right away

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QUESTIONS TO ASK SELLERS*

1. How did you find me? What do you expect of your agent?
2. How do you prefer that we communicate (ie, text, telephone, email)?
3. How soon do you need to sell (motivation)?
4. Will you be purchasing another home (referral)?
5. Are you the only decision maker?
6. Do you have pets and how will they be handled?
7. Are you willing to make changes and repairs to market your home?
8. Are there specific times that we cannot show your home?
9. Do you have cameras or audio recording devices in your home?
10. Do you have a price in mind for your home?
11. Are you willing to bring in other professionals (stagers, cleaners)?
12. Are there any marketing channels you want to avoid?
13. Do you have weapons, prescription medications, electronics?
14. Is there a balance owed on the property?
15. Have you participated in any kind of modification agreement?
16. Have you met with any other REALTORS®?

*this list is not all inclusive and is simply a suggestion of questions to ask. Always get the advice of your broker before adding content to any of your presentations.

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QUESTIONS TO ASK BUYERS*

1. Have any other agents shown you properties? If so, did you sign anything?
2. Have you been pre-approved for financing? What type?
3. What is your schedule for buying? Where do you currently live?
4. Are you the only decision maker?
5. Have you purchased a home before?
6. Are you interviewing other agents?
7. Are your down payment funds available? Who/Where are they being held?
8. How did you find me?
9. How long have you been looking and where have you been looking?
10. Have you looked at Zillow?
11. What do you know about the buying process?
12. How long have you been on your current job?
13. Do you have any significant debt (including student loans)?
14. Are you prepared to sign an employment contract with me?
15. Do you understand how I get compensated?
16. After this transactions closes, will you refer me to friends and family?

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QUESTIONS TO ASK CO-OP AGENTS*

1. How is the best way to communicate with you?
2. Are you part of a team and do I communicate with you or a team member?
3. Are there times during this transaction that you will be out of town?
4. If so, do you have an agent who routinely handles your business?
5. If we could write the perfect offer for your Seller, what would it include?
6. Is there anything you can tell me about this transaction that might be helpful?
7. Do you have open communication channels with your Seller/Buyer?
8. How long do you expect it to take to get a response?
9. Do you attend inspections for your Seller or Buyer?
10. Have there been any previous offers or contracts? If so, can you tell me more?
11. Have there been any major repairs or renovations to the home?
12. To your knowledge, any significant insurance claims in the last 5 years?
13. Do you encourage counter offers?
14. What are your typical real estate work hours?
15. What is the best cell phone number for you? Specific times you cannot respond?

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Implementation List



Greg is the Managing Broker of Fast Track Realty in Memphis, TN. He is a regular speaker at State and Local Association events and serves as an instructor for REBAC and REBI. He will serve a two year term on the Board of Directors for REBI in 2019-20.

As a real estate educator and proponent of professional development, Greg has authored numerous continuing education courses on real estate topics. He currently holds a broker's license in six Southeastern states and holds 17 professional designations and certifications. He is actively involved in his local association, has closed over 4,000 transactions, and has served on various committees such as professional standards, grievance, MLS and budget and finance. In 2014, he served as the President of the Memphis Area Association of REALTORS® and was recently installed to serve as a Division Vice President for Tennessee REALTORS in 2019-20. Greg provides educational content that is practical and delivered in an easy to understand style.