

Elite Realtor Sales Accelerator

Wealth Horizons Academy | \$1497

CLOSE MORE DEALS FASTER

Built from 39 years of real transactions by William DeShon, Ohio Realtor
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MODULE 1: THE SALES MINDSET

Top producers think about sales differently: - They are not selling — they are solving problems - Every objection is information, not rejection - The client who says no today may say yes tomorrow - Process over outcome: control activities, not results

MODULE 2: PHONE MASTERY

Cold Calling That Converts

Opening: "Hi [Name], this is [Your Name] with [Brokerage]. I know this is unexpected — I will be quick. I work specifically with [sellers/buyers] in [area] and I wanted to reach out because [specific reason]. Do you have 2 minutes?"

Key principles: - Get to the point in 15 seconds - Always have a reason for calling - Ask one question and listen completely - End with a specific next step

Text Message Scripts

Text when you cannot reach by phone: "Hi [Name], [Your Name] here from [Brokerage]. I called but missed you. I have [specific information/offer] for your home at [address]. Worth a 5-minute call? I am available [time]. — [Name]"

MODULE 3: LISTING CONSULTATION MASTERY

The 5-Step Listing Process

1. Pre-appointment research and preparation
2. Rapport building and motivation discovery
3. Property tour and assessment
4. CMA presentation and price recommendation
5. Marketing plan and commitment

Handling the Commission Objection

"I understand you want to net as much as possible — that is exactly my goal for you. Let me show you how my marketing plan specifically increases your net proceeds by more than the difference in commission..."

Never defend your fee. Justify your value.

MODULE 4: NEGOTIATION MASTERY

The 5 Negotiation Principles

1. Know your client's true walk-away point
2. Understand what the other side actually needs
3. Use silence as a tool (never fill the silence after making an offer)
4. Never be the last one to make a concession
5. Always have something to give (value-adds are not money)

Protecting Your Client's Net

Every dollar you negotiate saves/earns goes straight to your client.

100,000 purchase: negotiating 1,000 off = 1.67% discount
Your fee: 3% = 3,000
Difference: 2,000

The agent who negotiates saves the client more than their commission costs.

MODULE 5: CLOSING SKILLS

The Trial Close

Use throughout the consultation to gauge readiness: "If we could get your home on the market at this price, would you be comfortable moving forward?"

The Assumptive Close

"Great. Let me get the paperwork started so we can list this weekend."

The Direct Close

"Are you ready to move forward?"

Close early. Close often. Close confidently.

Educational purposes only. Not professional advice. Results vary.

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