

Understanding the “Magic” Conversation



“Everything you need to know, but no one else will ever teach you.”

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Understand the “Magic” Conversation

Failing to understand the “Magic conversation” and even worse – Not allowing it to happen - costs more agents more deals than they can possibly imagine!

- This is by far the number one reason why agents fail to get the deal.
- It is the largest mistake most real estate salespeople make and most of them never even know they made the mistake.
- All you ever know is that they didn't buy or list with you!
- Most of you never even know the real reason why.
- Today I am going to tell you!



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Several Factors about the need for the Magic Conversation

- Buying or selling a house is the largest financial decision most people will ever make.
- It is scary.
- It is stressful.
- No one wants to be the one to make a mistake
- No husband or wife (or either part of a couple) will make that decision without the other. - not if they ever want to sleep again...
- With individuals – there may be an advisor(s), friend, or relative involved in the decision process.



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Silence is Golden

It is also very profitable to you – learn to use it!

In other words know when to shut up and when to get the hell out of the way of your own deal!

Buying a home (not house) is very personal and people need to be able to get comfortable with the decision between themselves (couples).



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You are Fighting Perceptions:

Whether this is you or not remains to be seen and you are presumed guilty of all of these items until you prove otherwise

Real Estate Agents are:

- Pushy,
- Only interested in the commission,
- Doesn't care about my needs,
- Just want a sale,
- Can't be trusted,
- Are going to try and talk me into something.

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Buyers:

Virtually no husband or wife will commit to such a large decision without consulting and discussing it with their spouse. For reasons of:

- **Mutual respect**
- **Partnership**
- **Or, sometimes just plain fear...**



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The Magic Conversation is simply the opportunity for a couple to discuss the decision amongst themselves in private before either will commit.

- Doesn't mean an argument.
- Usually isn't even a disagreement.
- They both need mutual confirmation that they are making this decision together.
- They are both on the same page (this house, how much to offer, etc.).
- No offer will be written until this conversation occurs.



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Where does the Magic Conversation occur?

Can be anywhere but must be before you can “Hard” close them

- Some people may have it right in front of you
- Most will not
- You must give them the space!
- Walk away!!!!
- Sometime in their own car if they are driving separately

Best method is to tell them to go have it....



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Example: (buyer)

You just finished touring the home...

“John and Susie, this is all about you and where you want to live and what is going to make you happy. It is about your home not mine and I am going to stay out your decision process. So before we go on to the next home, why don’t you take a few minutes in private to discuss it together amongst yourselves.”

Then move out of earshot, shut up, and let them take as long as they like. (the longer the better usually)



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Example: (Seller)

All of the same concepts and reasons apply here.

- **Likely largest investment they have.**
- **They need to be cautious and careful.**
- **Any hesitation on your trial closes means they need to talk amongst themselves – privately – let them!**

“John & Susie, this is big decision for you and it should be one that you make together. So I am going to let you discuss it amongst yourselves privately. I will be outside returning a few phone calls, take as long as you like and just come get me when you are ready”



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Seller notes:

Go in the backyard – not the front. This way you have to walk back in thru the house.

If possible - Leave your briefcase or purse, etc. in the house.

Then wait as long as it takes. The longer the better...

- If no - you need a reason to get back inside, discover the objection, and re-close.**



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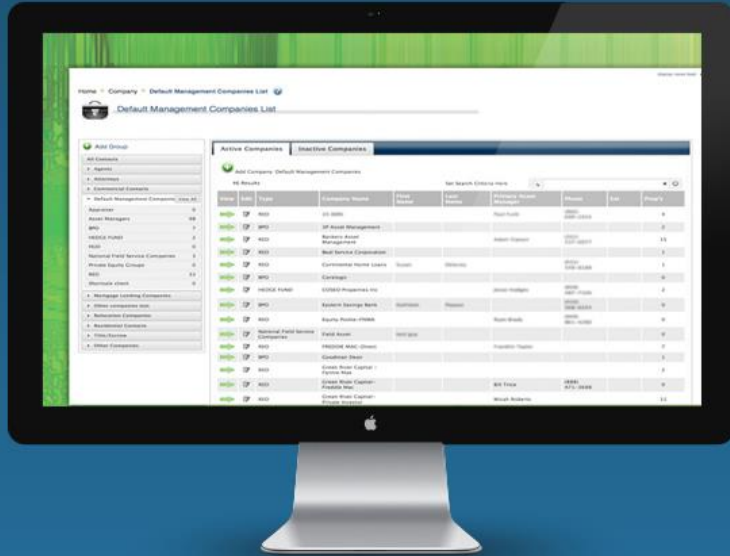


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