

Say What!?!?!?

Mastering Communication in Real Estate

3 Hours of CE Credit through
Georgia Real Estate Academy – GREC School #6915
GREC Course #62861

Presented by Dana Sparks
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www.MaximizeYourRealEstateCareer.com \$\$\$ www.KeepMoreCommission.com

Notice to Students for Virtual Broadcast of Continuing Education (CE) Classes of GREC-Approved Classroom Classes

- **Real Estate Academy of America (GREC School #6915)** with end date of renewal being December 31, 2026, presents to you the following course of study:
 -
 - **Say What!?!? Mastering Communication in Real Estate
GREC Course #62861**
 -
 - This is a Classroom /Virtual / Remote Broadcast of an approved in-class course, is 3 hours in duration, and is approved by the Georgia Real Estate Commission for the purpose of Continuing Education (CE.) There are no pre-requisites to receive credit for this course. You may ONLY take one Virtual CE class at a time or with overlapping times regardless of the school offering the course in order to get CE credit for either course.
 -
 - Your instructor(s) for this course will be: **Dana Sparks**
 - This course does NOT have required homework not any required written examination.

Notice to Students Cont'd.

- **Attendance policy:**
- All students must be on-time and present for all remote / virtual broadcast instruction hours in order to receive credit for this course. Roll call and documentation of Student's Real Estate License Number will be conducted via a "Chat Function" at the beginning and end of each session, and after all breaks.
- **Continuing Education Notice:**
- Students may only receive credit for a specific course number once every twelve months. If you have already received credit for this course within the last twelve months, you are invited to attend but will not receive additional credits.
- **Prohibition of Recruitment:**
- No recruiting for employment opportunities for any real estate brokerage firm is allowed in this class or on the school premises. Report promptly any effort to recruit on behalf of a brokerage firm by anyone including a fellow student to the Director of Georgia Real Estate Academy, Dana Sparks 678-580-6880, the Coordinator of Georgia Real Estate Academy, Heidi Kelly, 770-919-8825 ext. 306, RosterCEadmin@eAGENTweb.com or the Georgia Real Estate Commission.

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What We Say vs. What They Hear



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“Communication in Real Estate”

- Your communication skills create your first impression to others
- How others perceive you greatly influences your business
- Communication in General
- Communication in Real Estate

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Techniques & Scripts

- **Building Rapport** – How to get Loyal Clients without being “salesy”
- **Conversational Objection Handling** – Objection Handling Formula
- **The Power of Questions** – How to Take Control of Any Sales Situation
- **Persuasion Conversation** – Using NLP to get Clients What they Want
- **Use Scripts & Dialogues** – No Need to Reinvent the Wheel

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Breakdown of Communication

- 7% is verbal (words)
- 38% is vocal (volume, pitch, rhythm, tonality)
- 55% is nonverbal (facial expressions, gestures, posture, eye movement)
- Examples:
 - "I've got something for you!"
 - "What's wrong with you?"
 - "Is that what you're wearing?"
 - "What took you so long?"
 - Communication with someone speaking a foreign language

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Hierarchy of Effective Communication

- In Person
- Via Video
 - Zoom / Facetime
 - Bomb-Bomb
 - YouTube / Facebook Video / Reels / TikTok
- On Phone – Verbal
- Written – Email / Text / Letter
 - Text – too many abbreviations / misinterpretation of Emoji
 - Email – can be more thorough
 - Letter – shows you took the time to sit down & write out your thoughts / feelings

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General Tips for Professional Communication – ALL Forms

- Make it easy for the public to contact you
- Include your Full Name & Title
- Email & Phone
- Website or Social Media Links

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General Tips for Professional Communication – ALL Forms

- Tagline / Logo / Branding
- Be Respectful / Courteous / Polite
- Limit physical touching & Terms of Endearment
 - May be misperceived as inappropriate
 - Even if you perceive yourself as a “hugger”
 - Don’t “pat” others – very patronizing / condescending

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General Tips for Professional Communication – ALL Forms

- Communicate “Evenly” when interacting with couples
 - Don’t inadvertently “flirt” with one of the parties
- Don’t Use “Lingo”
- Don’t try to “impress” – just communicate

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General Tips for Professional Communication – ALL Forms

- Never say anything ABOUT anyone or anything that you wouldn’t say TO anyone
 - Remember that you may be being recorded at ANY time
- Always follow up Verbal Communication (phone call or text) with an email
 - End with “If this summary differs from your understanding of the nature of our conversation, please let me know; otherwise this confirms that we are in agreement.”

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Written Communication

- See General Tips Above
- Email
- Text
- Online Website / Social Media

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Email for Real Estate

- Name, Title, Company
- Contact Information
- CyberFraud Warning
- Spell Check / Grammar Check
- If potentially confrontational or in response to an upsetting scenario, write email & walk away for 30 minutes BEFORE hitting "Send"

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Texting for Real Estate

- Refrain / Limit your Texting in Real Estate
- Text is NOT “Written” communication
- Text perhaps for availability or to confirm an appointment
- Do NOT negotiate via text
- Do NOT use emojis when texting clients / co-op agents
- Follow-Up with an email

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Online Communication – Agent Website & Social Media Presence

- See “General Tips”
- Include photo or Logo
 - Intermix with some personal information – hobbies, pets, charities, interests, family, etc.
 - To be a bit more personal / real
 - Avoid politics
 - Avoid contentious topics

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Online Communication – Agent Website & Social Media Presence

- Be “professional”
- Present yourself as an “Expert”
- Pose intriguing questions
- Adhere to GREC License Laws on Media / Advertising
 - At End of Slides

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Communication When There is an Issue or Potential Issue

- Write a log
- Chronological order
- Include dates & times
- Sequence of events / summary of communication / documents presented / signed
- Pull copies of all documents signed / presented
- Pull copies of emails & text messages

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Communication When There is an Issue or Potential Issue

- Sign your notes & have them Notarized
- Put away the notarized copy in a safe place
 - GREC Investigations 12 – 18 months behind
 - Ethics Hearings – 3 – 12 months behind
 - Arbitration & / or Litigation - Depends

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Points of Practice – Real Estate Specific

- Have a Specific Seller & Buyer Package
- Include All related Customer Brochures / Disclosures
- Include Sample Purchase & Sale Agreement – Write “Sample” across it
- Get contact information of clients & customers (phone & email & mailing address)

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Points of Practice – Real Estate Specific

- Ask for their preferred method of communication
- Ask about their “hours” – i.e. what is earliest & latest you may reach out to them
- Inform them of your “hours”
- CyberFraud Warning

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Tips for Dealing with a “Feisty” Co-Op Agent

- Give them the benefit of the doubt
- Remember that BOTH of you are working towards the SAME outcome
- Are you on the same page?
- Consider that agent’s comments / questions are REALLY from their client
 - Give them the words / information to speak to their client they may not have on their own

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Tips for Dealing with a “Feisty” Co-Op Agent

- Consider that you are easier to vent to than their client (not right but may be true)
- Perhaps agent is inexperienced with this issue & is simply freaking out
- Interact with your Co-Op agent as if THEY are your Client
 - You have a better likelihood to do business with them more often than your public client

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Building Rapport

- People like & trust people who are like themselves = rapport
- Similar behaviors create familiar expectations (people generalize all the time)
- Must communicate in a way to appear familiar to them
- Verbal, vocal & body language establish rapport much quicker & deeper than similar hobbies/experiences

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Building Rapport: Mirror/Mimic/Match

- Rate of Speech / Tempo – Fast vs. Slow
- Tonality – nasaly / chesty / throaty / breathy
- Inflection – vowel sounds
- Pronunciation – tomato vs. tomato ;-)
- Accent – Southern, Northern, foreign
- Cadence – musical quality

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Building Rapport: Mirror/Mimic/Match

- Body Language
 - Posture (10 – 20 second delay)
 - Gestures (only when you speak)
 - Facial Expressions (instantly)
 - Shrugs & Head Nods (instantly)
 - Any Shift in Behavior
- Emotions
 - Notice where they are
 - Honor & Appreciate
 - Lead them up if they are in a negative place

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Conversational Objection Handling

- Paraphrase/Repeat
- Massive Approval
- Use Their Name
- Ask a Leading Question
- Vaporize the Objection / Make Your Point
- Close for Action
- Be Quiet!!!

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Conversational Objection Handling

- **Paraphrase/Repeat**
 - The essence of their objection/concern/question
 - Shows you are listening
 - Buys you some time to process what they are saying
- **Massive Approval**
 - Good for you!
 - I can appreciate that!
 - I understand how you might say that!
 - Thanks for sharing that!
 - Great! Super! Cool! Groovy! Interesting! Ouch! Oh my!

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Conversational Objection Handling

- **Use their Name**
 - Captures their attention
 - Brings them back into the conversation
- **Ask a Leading Question**
 - Do you realize how that could work against you?
 - May I point out how that could be the worst possible choice for you?
 - Would you be surprised to know how that could hurt you?

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Conversational Objection Handling

- **Vaporize the Objection / Make Your Point**
 - Here's a thought.....
 - I mean, here's the thing...
 - The real issue is ...
 - Have you considered ...
- **Close for Action**
 - I'm ready to sell your house!
 - Put me to work!
 - I want to do the job for you!
 - Let's sign the paperwork!
- **Be Quiet!!!**
 - Let them process what you have said
 - Let them answer their own question in their mind

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The Power of Questions

- The most effective way to gain control in a sales situation is to ask questions.
- Ask questions to help you gain knowledge & information you need to present your services in a way that provide a solution to the prospect's problem.
- Open-Ended Questions – Keep conversation going & give you insight into prospect's thoughts
- Closed-Ended Questions – End conversation

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The Power of Questions

- Different Types of Questions Direct One's Focus
 - "Why" = confirms purpose & motivating reason
 - "How" = course of action to achieve result (solution)
 - "What if" = benefits from achieving outcome (goal)
- Let them discover their own answers & tie them in to you & your services
 - "How is your next home going to be different from your current one?"
 - "I'm glad we're talking!"

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Turning Statements Into Questions

- Could it be that ...?
- Do you realize that ...?
- Have you ever thought about ...?
- What would happen if ...?
- Would it be okay if ...?
- Are you committed to ...?
- Would you be open to ...?
- Would it be okay if I showed you ...?

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Questions to Determine Motivation

- What's important to you about _____ ?
- I understand... and so that I can help you (or understand your situation better) ... what's important about _____
- Tell me more about that.
- Help me understand.
- What's important to you about....?

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Questions to Determine Motivation

- What I hear you saying is _____
- Okay, good for you! So ultimately... when you have (answer #1) & (answer #2) what will those have done for you? (This is their TRUE motivation!)
- Could it be that _____? To get all that, would you be willing to _____? (meet with me? Sign the contract? Make an offer?)

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Client's Motivation

- Tie into you
 - I'm glad we're talking!
 - Since it's not really about selling your home but rather about having (true motivation) I'd like to spend about 15 minutes with you to talk about how we can move you closer to _____. What is the best time for us to get together... today at 3 or does tomorrow afternoon work better for you?

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Example: "Going to List with an Agent that Already Showed House "

- That's interesting! ... so let me ask you a question. You're only going to work with agents that showed your home already to a Buyer, is that right? (name) So what's the advantage to you to consider agents who have already proven that they cannot sell your home? They've had a Buyer... they've seen your home... and they didn't sell it.

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Example: "Going to List with an Agent that Already Showed House "

- I appreciate what you're saying here... because you're probably thinking wait a second here... if they showed my home while it was listed for sale... maybe they're a good person to talk to, right?
- (name), I don't care... even if you don't...list your home with me...may I tell you why that could be the worst way to choose an agent?

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Example: "Going to List with an Agent that Already Showed House "

- See, what happens is this ... there are some agents that just kind of go around constantly showing homes. But while they're out showing other agents' listings... who's taking care of their listings? Wouldn't you want the agent that you hire to be focused on getting their own listings sold?
- Are you beginning to realize why you never saw me while your home was listed for sale? (name) I've had ___ of my listings sell while you were on the market! Those are the kind of results you want.. Aren't they? Let's meet on _____!

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Example: "All of You Agents are the Same!"

- I know it does seem that way and in fact we all do have the same license. Mr./Mrs. _____, do you realize that, like any profession, we get different results, don't we? (name) what are you hiring when you hire an agent? _____
- Exactly! You're hiring someone to get you results! It's like all doctors are different, all lawyers are different, all CPA's have different levels of training... so do real estate agents!

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Example: "All of You Agents are the Same!"

- Thanks for telling me that because I try to do the exact opposite of what the other agents do! Did you know that the average agent sells one home every 90 days... I (our company) sell one home every 4 – 5 days. You see, Mr./Mrs. _____, I run my business like a profession, not a hobby.
- Every time the average agent sells 1 home, I'm selling 15 of them. Now how would you like to have 15 times as much exposure for your home?
- Let's get started! (When would be the best time for us to get together?)

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Example: "We're Going to Give it a Break!"

- So, (name) you're thinking about giving it a break for a while. That's interesting, for how long do you think?
- (name) in the next (their time frame from above) we're actually going to sell _____ homes!
- Since I only need to sell your home one time, why don't we get together and I can show you how I do that... is your calendar handy?

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Persuasion Conversation: NLP Techniques: Level Shifting

- The real issue is ...
- The real question is ...
- I believe you're asking ...
- So I gather ...
- If I'm reading you correctly ...
- So are you saying ...
- What I sense is ...
- So what you mean is ...
- What appears most important to you is ...

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Persuasion Conversation: NLP Techniques: Level Shifting

- **"We're not going to give it away!"**
 - I understand that you're not going to give it away... and it sounds to me like you want to sell your home & net the most money possible, right?
- **"I'm tired of talking to agents!"**
 - Of course! And what I sense is that you're tired of having your time wasted and not have any results, correct? That's exactly why I'm calling... to get you results this time!

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Persuasion Conversation: NLP Techniques: Level Shifting

- **“I want to think it over.”**
 - Great! And so I gather you have some questions that you really do want answers to, right? Okay... since I help people buy & sell homes everyday, let me help you with the most difficult questions... let's start with the most challenging first!
- **“I have a friend in the business!”**
 - Almost everyone does! And what I'm hearing you say is that working with someone that you know & trust is important to you. That's great and my clients feel the same way about me too! So tell me, how's your next home going to be different that the one you're in?

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Conclusion

- “You never get a second chance to make a first impression!”
- People size others up & categorize them immediately!
- Gain trust & confidence through rapport & conversational objection handling, control through questions & motivational selling!
- **Vast room for misinterpretation through email / text communication!!!**

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Communication for Business & Sales – YouTube Channels

- **Charisma on Command** -
<https://www.youtube.com/c/Charismaoncommand/videos>
- **Dan Lok** -
<https://www.youtube.com/c/DanLok/videos>
- **Grant Cardone** -
<https://www.youtube.com/user/GrantCardone/videos>

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Great Videos on Communication in Sales & Business

- “Clients Say I’m Not Interested & You Say...”
(Dan Lok – 7:12) - <https://youtu.be/domwebxFxBc>
- “Clients Say I’ll Get Back to You & You Say...”
(Dan Lok – 7:12) - <https://youtu.be/4JPD-HoMOFw>
- “10 Persuasive Words Millionaires use to Get Things Done” (Valuetainment – 16:49) - https://youtu.be/KAxEjsr_IWs

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Great Videos on Communication in Sales & Business

- “6 Phrases that Instantly Persuade People” – (Charisma on Command – 8:31) - https://youtu.be/QqFnn_sp04c
- “5 Psychology Tricks That Make People Obsessed with You” – (Charisma on Command – 10:11) - <https://youtu.be/6pa7oxEsvdY>
- “How to Master Sales on the Phone” – (Grant Cardone – 19:12) - <https://youtu.be/Rfob8Xty54Y>

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For Fun

- Interpersonal Communication Skills Test: http://www.queendom.com/tests/access_page/index.htm?idRegTest=2288
- Baby Communication: <http://www.youtube.com/watch?v=fzbqyX3hFrk>
- I’m so much cooler online! <http://www.youtube.com/watch?v=UE6iAjEv9dQ>
- Laughing Quadruplet Babies: <https://youtu.be/qBay1HrK8WU>
- See what John Cusack doesn’t say to an unprepared journalist: <http://www.youtube.com/watch?v=M8LA1oTg1Os&feature=related>
- 75 Expressions in less than a minute: http://www.youtube.com/watch?v=ypqQ_mJIU3M&feature=fvwrel
- 4 Magic Phrases you can use to respond to anything: <http://www.youtube.com/watch?v=g5RknemM8Hw&feature=related>

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For Fun Cont'd

- How to use mirroring to build Rapport: <https://youtu.be/rqhSWl4-hnA?list=PLWRMUAUSZd5YzOd5Ee7Yro5PWlplay6Xk>
- How to build rapport - Tony Robbins: <https://www.youtube.com/watch?v=-guHBEGpJm4>
- Babies laughing: <https://www.youtube.com/watch?v=aa6UITgwZCg>
- A fun guide to communication: <https://www.youtube.com/watch?v=OOkrS1v7Ywk>
- Non verbal communication - for the birds: <https://www.youtube.com/watch?v=ihKXQbYeV5k>
- Nonverbal Friends <https://www.youtube.com/watch?v=OvEci5Bjgd4>

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GREC Marketing & Advertising

- You are required to review the GREC advertising rules & regulations: Complete rules on advertising can be found in **Rule 520-1-.09** www.grec.state.ga.us
- All advertising (print media, signs, website, e-mail, business cards, blogs, vlogs, Craigslist, Facebook, etc...) by an affiliate licensee must be done in the name of firm and under the supervision of the broker. When a licensee advertises a specific property or properties for sale, for rent, or for exchange, the name of the licensed firm offering the property must appear in equal or greater size, prominence, and frequency than the name or names of any affiliated licensees or groups of licensees. Additionally, the telephone number of the firm must appear in equal or greater size, prominence, and frequency than any telephone numbers of any affiliated licensees or groups of licensees. *See also Rule 520-1-.09*
- All marketing materials must be approved by your Broker or the Managing Broker
- Any advertising on the Internet by a licensee of real estate for sale shall disclose the name and telephone number of the licensee's firm on every viewable web page of a website except as herein otherwise provided
- Licensee must make every reasonable attempt to assure that the public knows they are being contacted by a real estate agent

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ALL Advertising

- Is Not Misleading or Inaccurate
- Does Not Discriminate
- In the Name of the Broker (Firm not the person)
 - Corporate Name or Trade Name as approved by GREC
 - In a manner reasonably calculated to attract the attention of the public
- Reviewed & Approved by the Broker

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Advertising Specific Property

- **REQUIRED**
 - Brokerage Name – Corporate or Trade Name as Registered with GREC
 - Brokerage Phone Number as registered with GREC (but can have agent extension afterwards as long as when public calls there is an option for them to get to Broker without having to go through agent)
 - Broker's Name equal or greater size, frequency or prominence than agent(s).
 - Broker's telephone number is equal or greater size, frequency or prominence than telephone number of agent(s).
 - Can use the size of Broker's Logo in name as measurement "yardstick" for size
- **OPTIONAL**
 - Affiliate Licensee(s) or Team Name
 - Telephone number other than broker
 - E-mail/Web address

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Electronic Marketing

- Agent Website - EVERY page must include Brokerage Name & Brokerage Phone Number
- All other Electronic Marketing - if you don't have enough room for all of GREC compliance, you MUST include a link to a website (yours or your Broker's) that IS in full-blown GREC compliance - i.e. the public must be 1 click away from something that does meet GREC marketing compliance laws

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Business Cards & Directionals

- **Business Cards:**
 - Must meet terms of ALL Marketing
 - Does not need Broker's Phone Number UNLESS
 - Broker requires by policy
 - That Business Card will ever be in a listing
- **Directionals:**
 - They are marketing a specific property so per GREC, directional should meet the terms of marketing a specific property

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Resources

- Check with your Broker's Policies
- GREC Article:
<https://www.grec.state.ga.us/articles/advertising.html>
- GREC Rule: 520-1-.07 (6) – Utilizing Support Personnel – Task Guidelines

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Scripts & Dialogues

- Objection Handlers
- Scripts for Expired Listings
- Agent Script Book from Tom Ferry

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Thank You!

- Remember to Confirm all Advertising Policies with your Broker!
- Please attend Additional Courses:
www.registerforREclasses.com – select a geographic area or “Marietta” for Master Calendar
- Course Offered through: Georgia Real Estate Academy (*GREC School #6915*)
- Hosted by: Maximum One REALTORS®
- Credits to be recorded within 3 – 7 Business Days

- **Contract Tip Videos: YouTube Channel:**
“Real Estate Made Crystal Clear”

- **Be a Blessing with your real estate license by communicating your desire to help others with their real estate needs!**