

The Four-Part Consultation

The system that breaks the commodity frame before it closes.



1

ESTABLISH AUTHORITY

One stat they haven't heard. Set your anchor before they voice theirs.

What it sounds like

"Before we look at anything, I want to share one thing I found in your neighborhood. Homes priced at or 2% below market absorption are going under contract in 22 days right now. Homes priced above that threshold are sitting 47 days on average and reducing price. That gap represents about \$28,000 in net proceeds on a home like yours. That's what I'm here to protect."

Why it works

The seller came in with a Zestimate. That number was the anchor. You just replaced it.

Your data is the first credible number they have heard in this conversation. Everything after, including their Zestimate, now gets measured against yours.

You are not one of three agents anymore.

2

DIAGNOSE

Three questions. Surface the competing anchor before you counter it.

ONE: What is your timeline for having this on the market?

TWO: What would prevent you from pricing at the market number if the data supports it?

THREE: Have you spoken with other agents?

3

ANCHOR WITH EVIDENCE

One number. Backed by data. Show the cost of moving off it.

The Range Trap

"Your home is probably in the \$470,000 to \$510,000 range."

What the seller heard: \$510,000.

You just set the anchor for them. A range is not a recommendation. It is an invitation to negotiate from the top number.

Ranges signal uncertainty. Uncertainty tells the seller there's room to push.

One Number. Evidence. Cost.

Based on 47 closed sales in your zip code over the last 90 days, the absorption price is \$487,000. Homes priced above that are averaging 51 extra days. At your carrying costs, that is approximately \$4,200 per month. My recommendation is \$487,000.

That is a number. With evidence. With the cost of moving off it.

4

Close on Commitment

Signed agreement or a specific date. Never leave on "I'll think about it."

"I need to think about it. Can you leave me the paperwork?"

This is not an objection. It is an unanswered question. Your anchor is still competing with one you haven't found yet.

Your Response

"Absolutely. Before I go, I want to make sure I haven't left any questions unanswered. What one thing do you still need to feel confident moving forward? Let me answer that right now."

Before the appointment:

START DIFFERENT

Send a quick market brief 48 hours before appointment (or as soon as you can)

Sample Script

Before Thursday, I pulled market data and analyzed how that impacts you. Homes in your price band are averaging 37 days on market when they have a strategic market price. Homes above strategic market pricing sit on the market an average of 106 days. And here's the kicker, they reduced an average of \$51,626. I will walk you through what that means for your net proceeds when we meet.

Then, every listing appointment your walk in with:

1

PRICING INTELLIGENCE

Absorption price, DOM spreads, cost per day. The opening stat that sets your anchor.

2

SPHERE CULTIVATION

The pipeline that generates the appointment. Warm relationships, not cold internet traffic.

3

INSPECTION INTELLIGENCE

The pre-listing audit. What a buyer's inspector finds before you list. Nobody else brought this.

4

ANCHORING BIAS

The framework for controlling every number conversation from the moment you walk in.

5

THE CONSULTATION

The four-part system that puts all of it into one repeatable appointment structure.