

BENEFIT SELLING

Focusing on the benefits of properties rather than features

Agent: Hi [Client's Name], I'm [Your Name], and I'm eager to discuss a few properties that I believe will suit your lifestyle perfectly. Have you got a moment?

Client: Yes, I do. I'm curious about what you've found.

Agent: Wonderful. The first property is not just a four-bedroom house; it's a haven for your growing family. It's spacious, allowing each child to have their room, which we know is important to you.

Client: That does sound good. What else should I know?

Agent: Well, it's more than a house with a big yard. It's a place for your children's imagination to thrive and a haven for family gatherings. Plus, the neighborhood is known for its tight-knit community, offering a supportive environment for you and your family.

Client: I like the sound of that, what about the location?

Agent: This home isn't just in a well-regarded school district; it's a setting for educational success, within walking distance to the best schools in the area, ensuring your kids have quality education right on their doorstep.

Client: That's a major plus. And my commute?

Agent: The property offers more than a home office. It's a potential boost to your productivity, free from the daily commute, giving you more precious time with your family. And for those days you do need to go in, it has excellent connectivity to the city.

Client: And the budget?

Agent: Instead of seeing it as just within budget, consider it as an investment in your family's happiness and future, in a community where property values are appreciating due to the desirability of the location.

Client: You've really highlighted what these features mean for us.

Agent: Exactly, it's about how this home will enhance your life. Let's arrange a viewing to experience these benefits firsthand. How's your schedule looking?

Client: I think we can make time this weekend.

Agent: Perfect, I'll set it up. I'm confident you'll see the benefits as clearly as I do.