

All about closings:  
**Alternative of Choice**



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

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# All about closings: Alternative of Choice

The first close everyone should learn!

- Also known as “the appointment setting close”.
- In order to make any money in real estate – you have to get a deal and to get a deal you must first have a buyer or seller to actually work with. One that is sitting down in front of you – that is the initial appointment.
- If you don’t have that – it doesn’t really matter what else you may or may not know as you will be all alone talking to yourself.
- Sample: I have an opening at 3pm on Thursday or at 10am on Friday – which would be better for you?

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- **Control – allows them to feel in control – but the ultimate control is with you because you got what you wanted – the appointment.**
- **Establishing Value – You are busy, you are successful, you are important, you have value! – Think Doctors, Restaurants, etc.**
- **If you establish your value from the beginning – you will have a lot less trouble later on and will be treated with respect!**



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- **Respect means you will be listened to – your advice heeded, and usually they wont ask you to cut your commission...**

Always establish your professionalism and value from the very beginning!



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- Will you be financing your home or prefer to pay cash?
- Can be used to qualify needs and wants
- Would a three bedroom work for you or would a 4 bedroom be better?
- Gain additional information to help you better understand and later “close” your customer.



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- Can be used as a direct close - as an assumptive –
- (with contract in hand) Ok, John will you be signing first or are you going to let Sally sign first?  
Careful with this one and know who is dominant before using.



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All about closings:  
**The types of closes.**




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# All about closings: The types of Closes

- Alternative of Choice 
- Tie Down
- Porcupine
- Questions are the answer – aka “in your opinion”
- Trial Balloon
- Trade –off – aka sharp angle
- Direct Order
- Hat in Hand – aka “level with me”
- Jump-shift – Switching topic
- Assumptive
- Defer and forget – aka “Let me make a note of that”
- Just ask already!
- Ben Franklin
- Last Resort
- “No - but I can get!” The most important close of all



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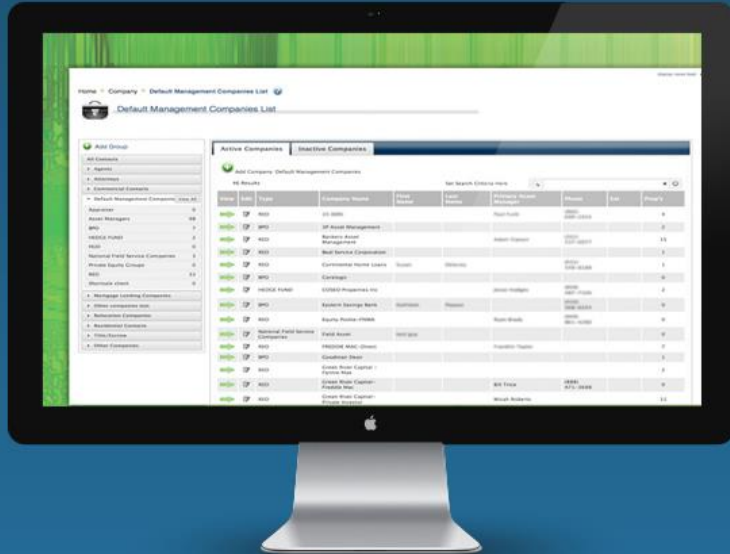


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