



All about closings:
Ben Franklin



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

Sponsored by:



All about closings: Ben Franklin

- **This close is a waste of time – takes too long - can work - trainers love teaching it because it kills a lot of time... last resort only – also assumes logic - when buying a home is emotional! Should only be used on business sales, NOT consumer/emotional.**
- **People buy emotionally – especially real estate.**
- **Only exception to this is hardcore analytic types and they are rare and even rarer - are both decision makers that way.**



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

Sponsored by:



All about closings: Ben Franklin

- But they need to think they buy logically – and more importantly to justify it logically.
- i.e. – they love the car they just bought (emotionally) – but they tell you all about the “great deal” they got.
- Only time this is actually useful – used more for recruiting agents than actually selling real estate.



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

Sponsored by:



All about closings: Ben Franklin How it works

- Tell the story – Ben Franklin was the smartest guy in the world – Blah, Blah, Blah.
- Whenever he had a tough decision to make this is what he did – Yada, Yada, Yada.
- He took a sheet of paper, drew a line down the middle and made two columns – Pros and cons. He listed each pro and con in the proper column and then added them up and whichever one had the most items is the decision he went with.



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

Sponsored by:



All about closings: Ben Franklin How it works

- **Note – here is the trick to the Franklin Close – you help them with the Pros and shut up during the cons.... So obviously the Pro side is always longer and the obvious winner.**
- **The modified or “Directed” Franklin Close – Great close and more often an add on or combined with another close. I know you like it and it has everything you wanted – the list items etc.**
- **Recruiting: All brokers / managers had better be experts in this close!**



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

Sponsored by:





All about closings:
The types of closes.



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

Sponsored by:



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



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

Sponsored by:



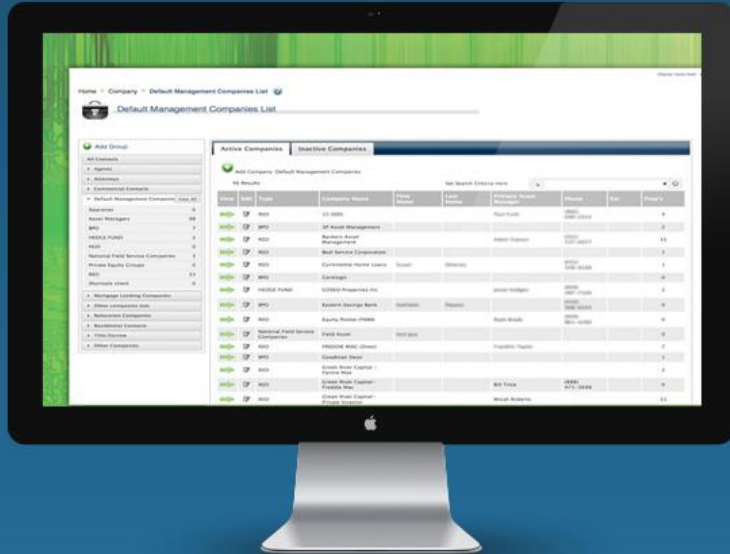


real estate information organizer

A complete system for managing all aspects of your real estate listings and sales.



(855) RIO-2500
RIOGenesis.com



Optimize Your Real Estate Business



Discover RIO Agents / RIO Offices



Experience the possibilities of Genesis Portal

Agents REO Professionals Real Estate Offices Team Leaders Title/Escrow Companies Lender/Mortgage Professionals Asset Managers/Outsourcers Hedge Funds/Serviceers Contractors Buyers Sellers

FreeBrokerSchool.com is made possible through generous support by RIO Genesis Software & Mike Krein