

All about closings:
Bonus Close
**“Reduce to the
Ridiculous”**



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

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One of my FAVORITE “CLOSES”

- “...because it almost always works”
- Typically used to bring a buyer up in price to make the deal. Sometimes to get the offer.
- Only works with couples – typically husband and wife
- Yes - this is a stereotype – so be careful - but remember we always play the percentages...



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The stereotype

- 9 times out of 10 – the wife picks the house
- But 9 times out of 10 the husband negotiates it.
- Important to understand and this close will only work in this scenario
- Important to use slight variation at the end depending on whether or not you are male or female



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The setting:

Wife loves the house – all buying signs are there

You are try to get an offer or bring them up in price.

Most often used when bringing buyer up in price to make the deal.

Example:

Buyer offered \$210,000 , seller countered at \$220,000



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1. Take out your mortgage calculator and calculate the difference on the payment \$10k at 3.75% for 30 years: \$46
2. Then divide by 31 = \$1.48 per day
3. Then tell them: I Understand you want to get a great deal, but the fact is it is more important to be happy – if this home is going to make you happy is it really worth losing over a lousy \$1.48 a day?
4. Then shut up – about half of the time they will say fine and go with it.



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If not – I want you to turn and look directly at the husband and say:

“John, your wife Mary love this house and it would make her happy, and I know you love her. Isn't she worth \$1.48 per day?

Then shut up and enjoy!



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- This close will work for you whether you are male or female but here is the final nail in this poor guy's coffin.
- If you are male – if he still doesn't nto comply. Look him strait in the eye and say. “Damn – I would really hate to be you tonight!”
- If you are female - Look right at the wife and say “Damn you aren't even worth a cup of coffee at Starbucks to him” – why do you even stay married to him?” – Use humor on this one as most women get even angrier than they already were.



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Most of the time this will work.

- If not – and you have backed the poor guy into a complete corner and his ego is involved. (which it now is) – you have to give him a way out.
- Go back and say – “ok how we compromise and you only come up by half? - \$5000” – he will!
- Now the seller will either accept the offer or you simply go back and do this again until he comes up the rest of the way – rarely happens though – the first time will usually do it.



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