

All about closings:

Last Resort

“What the f*ck do you want from me?”



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

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All about closings: Last Resort

- Only after you have nothing to lose....
- If this deal doesn't go , if they are not going to list with you anyway, if they wont give you price reduction and the listing will never sell. If they will not accept the offer. If you have showed them every house in town.
- Only when you are not going to make any money off of them anyway – what have you got to lose?



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- **Better than 50 / 50 success rate in my experience. But that is really 100% because I didn't have anything to lose anyway.**
- **No deal – no future business - nothing from these people.**



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- Remember – you only have to be nice to people that pay you – If you are not getting paid – you owe them no service.
- Are they going to buy or sell thru you?
Are they clients and customers?
- If they are neither, and you are not going to make any money, you don't owe them anything – especially your valuable time for free - and you don't have to be nice either.



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All about closings: Last Resort When to use it.

- Getting a seller to accept an offer
- Getting a buyer to pick a damned house already
- Getting concessions – like repairs etc. to keep a deal together. It's most often use is for keeping deals together.
- “I am not going to pay such a high interest rate.”
- Hundreds of others – remember only when there is no other way and there is no deal and no money for you.



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All about closings: Last Resort Import notes for agent and brokers.

- **To Agents:** – your time is valuable – when someone wastes your time and you don't get paid (no deal) they have stolen from you – they have taken money from your pocket and food out of your children's mouths, Remember that – you have value!
- **To Brokers:** You will get more deals this way but you also might get a few angry phone calls – so what? You have to listen to a complaint. If you are not getting complaints about your agents that is when you should be worried, because your agents are not being aggressive enough and if so it is because you haven't given them permission to be. Back them up – let them know it's Ok when you get a complaint – as long as it is this type – Unethical, dishonest etc. – those you investigate immediately and if true - fire the agent on the spot.
- **But Brokers** – you should love getting these types of complaints that your agents are being too aggressive!



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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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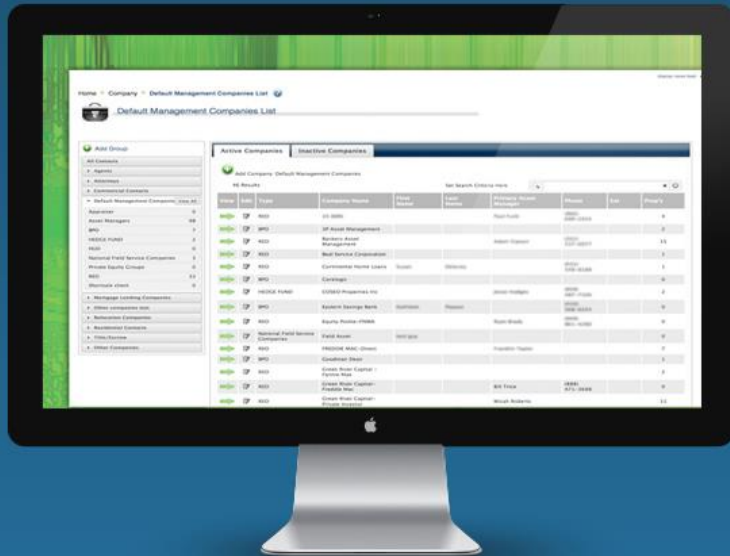


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