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6 SCRIPTS & DIALOGUES FOR GETTING COMMITMENT FROM BUYERS

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1. THE "NOBODY RINGS A BELL" DIALOGUE

"Can I ask you something? If someone could tell you the exact bottom of the market, they'd probably be the richest investor in Australia.

The reality is nobody rings a bell and announces, 'Today is the bottom.'

By the time everyone agrees the market has turned, prices have already started moving.

The goal isn't buying at the absolute bottom. The goal is buying well."

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2. THE "WHAT'S THE BIGGER RISK?" DIALOGUE

"Let's compare the two risks.

You buy today and values fall another 2 or 3%.

Or you wait, confidence returns, competition comes back and you pay 5 or 10% more while competing with multiple buyers.

Which risk worries you more?"

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3. THE "YOU'RE BUYING VALUE, NOT HEADLINES" DIALOGUE

"The media reports averages.

Property is bought one home at a time.

We're looking at this property.

If this represents good value today compared with what similar homes were selling for six or twelve months ago, that's what matters.

You're buying value, not newspaper headlines."

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4. THE "WINDOW OF OPPORTUNITY" DIALOGUE

"Ironically, buyers say they want lower prices.

Then when prices finally fall, they're too nervous to buy.

The best opportunities rarely feel comfortable.

They usually feel uncertain.

That's why they're opportunities."

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5. THE "WHAT CHANGES IF YOU WAIT?" DIALOGUE

"Let's play this through. If you wait three months, what exactly are you hoping will happen?
Prices fall another few percent?
Interest rates drop?
More stock comes on?
Because there's another possibility.
Stock tightens, sellers simply hold, confidence improves and you're competing against more buyers.
Waiting isn't risk-free either."

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6. A STRONG CLOSING SCRIPT

"You don't make your money by buying at the bottom.

You make your money by buying well.

History shows the people who build wealth aren't the ones who perfectly time markets.

They're the ones who recognise value and act while everyone else is hesitating."