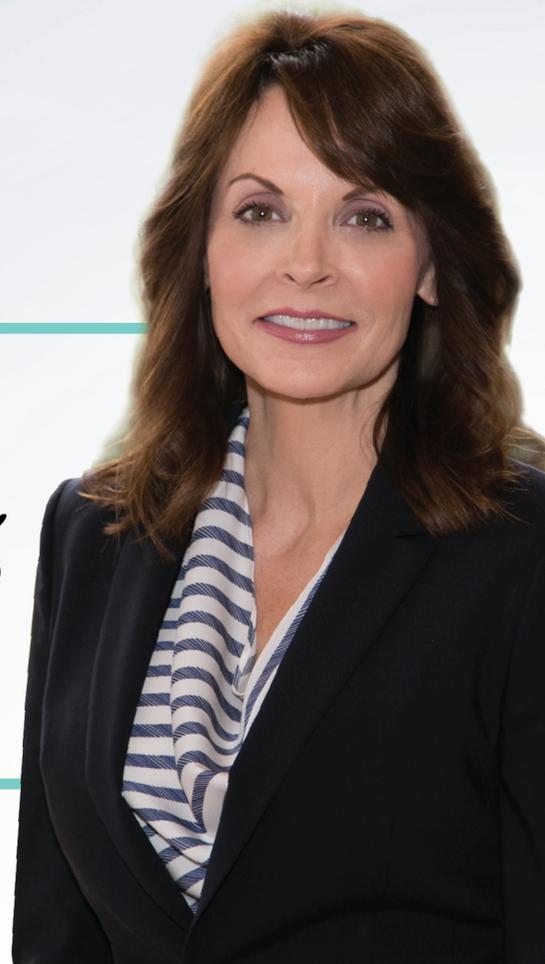




GROUP
Coaching Calls
with **DEBBIE**



Debbie: Okay, everyone. Sorry, having trouble with the moderator controls there. Trying to make sure that the call is being recorded. So, just give me one second here to make sure. I'm going to ask Samantha just to dial in. Let me just give her a note here, because I would love to get this recorded for you, and I didn't hear it say it was being recorded. Give me one sec, guys. "Please dial in, and be sure we are recording." Alright, ready to go.

Okay guys, so can you believe it? We are just powering through this first half of the year. And I just want to say, exciting second half ahead. I've been talking to many of you and you've been telling me that things are super busy, and I'm very proud of you guys working hard through the summer. Have a little bit of fun, have a barbecue now and then, but let's make some money while the sun shines.

So, real quick instructions on this, just so you know. If you would like to open up your line and talk to me, it's very easy to do that – you can just hit *7. So, *7 if you want to ask a question. And I'll stop along the way periodically, but *7 will open up the line for you. You can ask your question live and in real time. If you prefer, please make sure you have my email – debbiedegrote@gmail.com. You know that comes direct to me, so you're more than welcome to send me an email in between.

I so love our topic for today, which is negotiation strategy. I was reading a really good book – I think some of you guys read in our Inner Circle magazine or have maybe met Bob LeFever – part of our coaching faculty for many years. Bob with an ex-FBI hostage negotiator. So it was really interesting as I first met Bob to hear some of his FBI stories. Well, the good news for us is if a negotiation goes awry, all that happens is we sadly lose an opportunity. And yet, for Bob, in his FBI career, if they lose at a negotiation, someone could actually lose their life, right? So talk about high pressure.

But what was really fascinating to me to discover was that all the principles that they use in their FBI hostage negotiation techniques are exactly the same principles that you can transfer over and use in the sales world, because people are people. How our brain works, the different ways that we're persuaded is all a little bit unique to our personality style, and yet they truly are some proven methods and approaches to make this portion of your job a lot easier.

As we go through this, I'm going to just do about 15-20 minutes and we'll open it up for total open discussion, share any ideas, share any thoughts. You know you're always more than welcome to disagree with me. Bring it on, I love the challenge! But here's what I do want to say upfront: I think that when you are a powerful persuader and negotiator, you use that for good intention. In other words, we never want to be looking to manipulate someone into a situation that's not right or not good for them. And quite frankly, even your own mother isn't going to buy a house from you if she doesn't want to.

But I want you to think about it this way: Your job as a great salesperson, a powerful negotiator and persuader, your job is not to manipulate someone. Instead, your job – so here's the affirmation...

My job as a great salesperson is to help people overcome their natural fear and hesitation to achieve the goal or the outcome that they had in mind.

Because, as people, we all get scared when we're facing big decisions. I read in a book recently – and I want to share a couple of books with you today that I think are fantastic – but I read in a book recently that it doesn't really matter what your personality style is. Still, 90% of what we do is based on emotion. So, let's say some client of yours is hyper analytical, through the roof hyper analytical. Well, they are still making decisions 90% based on emotion. They just need to justify them with more logical reasons. So, just remember that – people operate on emotion.

The next thought I would want to put out there for you guys is, if you would like to earn more and do it effortlessly, increase your conversion ratio, and I believe too your enjoyment of the business, and also decrease the stress of each transaction – that's why it's good to lean in and really perfect those powers of negotiation. And I do believe that it is an art. So, a good negotiator knows their strengths, and they also know their challenges. When they figure out their challenges or their weaknesses, that's where they work to get that little bit of extra training.

Now, please remember that we have lots of good things to help you. So, on the Inner Circle, I have my New Art of

Selling for Real Estate course. And in that New Art of Selling, I'm going to almost say it's kind of the down and dirty, from the streets – neuro-persuasion techniques, meeting and matching their personality style. It's just very, very practical stuff that if you guys listen to it and go through that course, I think that's really going to help you.

Also remember that every customer and client you have, they are four personality styles. So, they are a combination of four personalities styles. But what happens is inside of their four styles, there's always going to be that one style that pops, that rises to the top. That's their dominant style. Just to pick on myself – my dominant style is D. So, if you've all done your DISC, which we've sent you and I hope you have; and if you haven't, please take it today. You can email samantha@excelleum.com, she'll send you the link. You can go on the Inner Circle and find the link. We have it everywhere for you. It's free, it's easy, it takes only 10 minutes.

So, I am a 99D. Zero to 100, I'm 99. That means I am impatient, I want you to cut to the chase, I want you to get to the point, no fluff, no nonsense, all about action. And I'm not really going to get in the weeds of a lot of personal discussion. So, if you were negotiating with me, if you don't speak my language, I'm going to get annoyed with you. Let me give you an example. With a High D, here is what the chart says: Don't argue. Allow them to vent their strong emotion...

I'm very unhappy with you! You haven't got my home sold.

Let them vent. Recognize the fact that they need to be right. They've pretty got to think we think we know everything. So you've got to acknowledge that...

Mr. Seller, I'm sure you're one step ahead of me. You probably already realize what I'm about to suggest.

You can still guide them; you just let them feel like it was their own idea. You have to show them you're listening, don't interrupt them. Get to the facts, but very simple, direct facts, because one of their favorite things to say is, "Give me the bottom line."

So let's say you're negotiating with me or you're trying to take my listing, and you're not a High D. Let's say you're a High S – you're a very amiable person. And you knock on my door, and I say, "Come in." But already you're 15 minutes late, because you got a little bit lost, but you didn't think I would mind. Well, I mind. I'm annoyed. You should've been on time. Then you have a plate of cookies, and you say...

Oh Debbie, I thought you might enjoy these cookies. I made them for you. They're my special recipe. Maybe we can have a cup of coffee and you can tell me all about you, and your life and your goals. And I can really get to know you.

Okay, is there anything wrong with that plan? Not if you're talking to another High S. They want that. They want that time, they want that relationship, they want you to slow down and see them. But with a High D, I don't want your cookies. I don't even want to have coffee with you. I want you to get in there, tell me what I need to do, tell me what my house is worth, get the darn thing listed, and go and sell it! So, can you see if you don't speak the client's language, there's an instant break in rapport? It's a little bit like they're speaking French and you're speaking English. You don't know what each other are really trying to communicate or say.

So, if you can just think about mirror and match. Mirror and match their rate of speech. Fast talkers don't like slow talkers. Slow talkers get nervous with fast talkers. Just pay attention to them. Adjust and turn on a dime, meet them where they're at. You don't have to be perfect at this to do a really good job with it. And it really is the foundation of being a great negotiator, which is speaking their language.

I'm going to move on to something else in a minute, but I want to give you quick crib notes. How do you know if you're talking to a High D? First of all, ask people what they do for a living. It's not going to always give you an answer, but it's going to give you some clues. Number two – listen to how they speak. High Ds will be a little harsh, a little direct. They'll actually say things like, "Cut to the chase", "Give me the bottom line." They'll often be impatient and interrupt you, and they're going to give you a lot of orders. That's a High D.

High I – very outgoing, lots of words, a lot of drama. Now, that doesn't mean in a boo-hoo kind of way, but...

Why has not my home sold? I am so annoyed! The neighbors' house...

That's a High I. A High D will say...

You haven't sold my home, and I want action now.

A High I will have 20 times more words than a High D, but they're still a very strong personality. They're not sweet. So sometimes you mistake a High I for a High D. High I needs to talk. You can't move too fast. You have to have some trust there, you have to get them involved in the conversation. They don't want you to talk too much. They want to talk more, and you want to guide them firmly but gently.

Alright, how do you negotiate with a High S? That's the very steady, calm, amiable personality. They need to feel secure. They need to take their time and meander a little bit in the conversation, but you're going to need to bring them back on task, back to the direction. You're going to want to probe and check their temperature as you go. You don't want to drown them with a bunch of details, because they don't want them. And you're going to have to guide them firmly, but of course without manipulation. They're very sweet, they're very kind, they need to feel that warm, fuzzy relationship with you. So, as a High D when I'm meeting with a High S, I know they're going to be my most challenging client for my style. I have to tell myself...

Calm down. Slow down. How are you feeling? How does your family feel about this move? I'm going to help you through the process. This is the right thing to do. Let me help you decide how we move forward.

That's what a High S would love. Now, a High C – very analytical, likely to be in a position like a scientist, a doctor. If you ask the question what do they do for a living – you're probably going to know, because it's pretty analytical. Know your facts, be organized, please do not be late for the appointment, don't razzle-dazzle. They want logic. And recognize that they're not going to give you a lot of input. They're going to be a little withdrawn and a little flatline. And if you're feeling like you need more interaction to feel comfortable, they will probably rattle you a little bit. It's also very common for a High C to frown when they're listening to you. That doesn't mean they don't like you; that just means they're processing information. So, just remember, the DISC is the bottom rung here in our ladder to our negotiation skills.

The next thing on our list of negotiation skills is, pay attention. So, maintain eye contact 99% of the time. That does not mean a dead stare, but it means absolutely make them feel like there's nothing going on in the world but them. Maintain eye contact.

Next step – ask great questions about things that are important to them. Not just questions for the sake of questions, but write down a note to yourself – questions that lead to them self-discovery, questions that help them and guide them to make decisions, and questions that help you get to the heart of motivation and find the pain. But when we ask our questions, we want to be certain that we don't ask with the tonality of judgment. Instead, curiosity. Let me give you an example of that, because I know you wouldn't mean to sound like you're judging. It's just easy for it to happen; we have to be careful. So let's say for an example a seller says to you...

Well, yes, I was listed before at \$500,000, and I had no offers and my house expired. But that's been three months now, so I'm thinking I want to raise the price to \$550,000.

And you're thinking...

What the heck? Are you kidding me? Didn't sell for \$500,000 before; now why would it sell for \$550,000?

So it would be really easy for you to say...

Why would you want to raise the price \$50,000 when it didn't even sell for \$500,000 before?

Logical question. Right, guys? But it's judgmental. It sounds judgmental. And what's going to happen is it puts them on the defense, it puts them on guard, it makes them combative, it breaks rapport. You may want to make a

note to yourself – get rid of “why” questions. No matter how nicely you try to ask them, a “why” question sounds like you’re judging, sounds confrontational, or it simply leads to excuses. So, just get rid of “why”, and instead include the word “but”... Not “but”, excuse me. I was going to say, don’t use the word “but”. Instead use the word “what”. So...

Mr. Seller, I’m curious, what caused you to arrive at the strategy of raising the price 50,000? Would you share that with me?

You see the difference, guys? One way you’re coming from judgment; another from curiosity. Let’s do one for a buyer....

Well, I think I want to make an offer 10% below the list price.

Well, we know there are multiple bids coming in, so why would you offer less than the list price when we know we’d probably lose it?

Remember, they either feel confronted or they’re going to justify and make excuses. Either one won’t work for you. So instead, you would say...

I’m curious. We know that there are multiple offers, and we also know it’s the only house that you’ve liked. What were you hoping to accomplish by making a low offer? Tell me about your thoughts.

We want to get them to open up, because if they open up and we can counsel and talk, we can bring them to some reality.

Now, I mentioned the word “but”. Don’t use the word “but”, get rid of it. Instead, use “and” and “yet” or “however”. The word “and” is the easiest...

Mr. Seller, I understand you would love to sell the home for \$550,000, and I’m sure you realize that in the last three months, the market actually has shifted slightly down. Days on market have increased slightly. And you’re probably one step ahead of me in realizing that because of this, it would be potentially even more difficult to get the \$500,000 today. And now that you understand this, I wonder, are you more open to taking a look to pricing it under the \$500,000 in order to get you moved and to get your home sold?

See, it’s a dance of words. And I often think when we’re going through a negotiation with them, they are probably at their very worst behaviour. It’s a little bit like Dr. Jekyll and Mr. Hyde. They drink the potion, they turn into a monster. They get in the middle of a real estate transaction, they go off the rails, because they’re scared, they’re nervous, and they’re out of their element. Because of that I want to think about, as you’re negotiating, it’s almost like you’re walking through a minefield. I’m trying not to say the wrong thing, do the wrong thing, and step on something that will blow up this negotiation.

So, go through *The New Art of Persuasion*. I think it will help you. Also, our scripts all have NLP and language of sales techniques built-in, so when you use our scripts, I’ve been very mindful to put those already into those scripts for you so that we won’t offend or break rapport.

So I promised you – I want to do it before I forget – a couple of great books. So one I’m reading right now is called *Pre-Suasion*. It’s almost like persuasion, but *Pre-Suasion*, by Robert Cialdini. Robert Cialdini is the godfather of almost this whole neuroscience. He is a professor. This is not something that’s a “real estate” book. This is really about the psychology about how people are inspired, persuaded and motivated to do the things that they do.

Another great book is *Never Split the Difference*. Love this book, started reading it this week, by FBI hostage negotiator Chris Voss. So, *Never Split the Difference*. I was telling a client this morning, Douglas, that when the FBI wanted their negotiators to become more powerful, they sent them to Harvard, to go through the Harvard School of Negotiations, which was like the most famous in the land, supposed to be amazing. But when they used those techniques in the field, people got killed. It didn’t work.

So, what Chris talks about is what the FBI discovered did work. And guess what, guys? It's everything we just talked about – meet them where they're at, get into rapport, be careful of the words you say. And then the biggest one of all – this is the biggest one of all to be an expert negotiator – calm yourself. Calm down, slow down, breathe, focus, talk less. And what tends to happen when we get nervous and we get in the heat of a big negotiation – we tend to talk faster. We may have been talking along at this rate; suddenly it's...

Mr. and Mrs. Seller, we should really get the home on the market.

When you shift gears like that, you instantly have broken rapport. And when you talk fast, when they're already going through a nervous and anxious decision, it raises their anxiety and their tension. It does not work. So, I don't care how much you like to talk or how vibrant and vital you all are, because lots of you are that High I personality – in those moments of negotiation, chill it down. Calm down, slow down.

I'm so bossy that you know what I do, guys? I tell myself in my mind, I kind of picture the heart machine, where you're in the hospital and your heart's spiking the monitor. I just try to picture flatline. So I just try to tell myself...

Flatline my emotion. Slow down, calm down. Just focus on every word they say, every breath they take. Be in that moment.

And when you can master that, it's pretty magical. Now, I also read a book the other day, and I've shared this with a few of you – that when you get people to come to your environment, to your office, you have 40% home court advantage. So, get them to your office whenever you can.

Now, a perfect opportunity which you can control – not all the time, certainly, but to a large degree you can control the fact that when an offer comes in on their home, you ask them to come to the office to review the offer. I think I even set this up for you in the Shifting Market toolkit, on the Setting the Expectations portion. But if I didn't, just make a note of this – that once you take their listing and you're having that conversation about how you're going to communicate and what they should expect from the market – what I want you to do is I want you to remind yourself to also say this...

Mr. and Mrs. Seller, because the market is shifting and because we might potentially not have many offers or many opportunities, we want to make sure we pull out all the stops to work with any valid offer that's put on the table in front of us. So because of that, here's what I'm going to ask you to do. When there's an offer on your property, someone from my office is going to call you and they're going to book an appointment for you guys to come in and sit down with me. I'll have everything rounded up and together that we need. We have all the opportunity there at the office to go online and pull whatever information we need to make a decision. So, I want you to come to me, I want you to sit down with me, and we're going to go through and we're going to make a decision, do we accept it, do we counter, do we reject it? And we need to do that together, because it's important.

Now, some of you might say, "They live out of the area." Okay, then get them both on Skype or GoToMeeting or a video call of some type, and look at them and talk them through it. But ideally, you get them to the office. But what if they live 30 minutes away? They can drive in. This is a very big deal, a lot of money at stake. Get them in the office. Home court advantage.

One of the things that I was thinking of too, as we were talking about setting the expectations – you may want to do one more stop on preparing them. Try this...

Mr. and Mrs. Seller, you'll come to the office, we'll go over the offers. And I just want to share with you – please don't be shocked or dismayed or angry if the offers come in lower than we're asking. In fact, they may be as much as 20% below list price, and that's because buyers are aware the market's changing, and they're not going to overpay, and they're going to start the bidding under the price that you're asking. So, just be prepared offers will probably...

Well, I won't take that!

I totally understand. I just want you to be prepared. And then we're going to sit down and we're going to take a hard look at what you're willing to do.

Now, why would I say that to them? Because if you don't, they get mad when an offer comes in 2% low. So, prep them for 20% below. You're giving yourself a chance to get a little bit ahead of this. Now, the good news is, if you get a full-price offer or if it comes in at 2% below, you're the hero, because they were prepared for much worse. So, that's a great and powerful strategy. I know many of you have been doing more of your offers at the office, you've been prepping your sellers, and it's lightening your burden of stress and it's putting your transactions together more effectively. So, keep doing it, and for those of you who haven't – try it, I would encourage it.

The other thing in negotiating a less-than-full-price offer when you have a seller – don't even use the word "low": "Mr. and Mrs. Seller, I know it's a low offer." Now I just told them not to take it, it's not any good. Don't use that word. Also, don't apologize. They're lucky that someone wants to buy their home...

Debbie, I'm so upset by this offer! So much less than I wanted.

I can appreciate that. And if I were you I might even feel the same way. And yet, when you think about it, if we're going to be upset, what we really should be upset about is all of those people that looked at the home online and never bothered to come over, or the people who came through to view the home, but they didn't even bother to make an offer to us. So, let's work with what we have on the table. Sometimes the first offer is the best, and we never know, it could be the only offer. So let's crunch our numbers and see what we can do.

Also, I use a lot of "we". That's a magic word: "Let's see what we can do", "Here's what we should do next", because I want them to feel that I'm on their side, I'm on their team. Bob talks about hijacking a plane, and he was talking about one particular story, where the hijacker had the flight attendant and he was holding her down on the floor with a gun to her head. So, the hijacker is down on the floor too, holding this flight attendant down. And I don't remember if it was Bob or one of the team members on the plane with Bob, but whoever it was, the negotiator got down on the floor and laid down on the floor so they were eye-to-eye with the hostage-taker, and they said...

You don't want to do this. Let's talk about it. Tell me, how can we make this work for you?

And he just went right into his strategies and ended up working out great. But in that book, they give a lot of situations of hostage negotiations, what went right, what went wrong, what they learned from it, and then Chris Voss teaches you how to apply it in the real world. So, super, super fascinating book.

Okay guys, so you can open your line if you would like. Just go ahead and hit *7 if you want to share a thought, a strategy, or ask a question about a tough client. And also, you can email me – debbiedegrote@gmail.com. So, feel free to email me if you want to shoot a question my way.

So what are a couple of other points, because I want to make sure I stuff as many goodies in here for you guys as I can? My thought would be to get yourself in the habit of being what I would call "unconsciously competent" with recognizing and adapting to people's personality styles. Have everyone in your family, all your friends go to my main website – send them to Excelleum.com. If you send them to Excelleum.com and they go to the Free Resources, the tab will drop and you'll see DISC Assessment. Have them take their DISC, it will send them the report. Have them bring the report to you and look it over with them. Because what I find works well is if you know that Uncle Harry is a High S and you meet someone that acts just like Uncle Harry, you can think about Uncle Harry's DISC and what it said in that DISC about how to communicate with him, and you'll be able to adapt to your client better. So the more time you spend looking at it...

And I know we have the Fourth of July holiday coming up, so if your family is a little boring... (Laughing.) I'm just saying, if they are, send them all to the DISC assessment. I don't charge for it and we don't prospect those people, because lots of our clients have their friends and family members take it. Have them print their DISC and bring it to the party. You'll have lots of fun discussing it. So, get into the mix of really paying attention to that and studying the different styles and learning to recognize and adapt. And remember, page 19 of the DISC assessment will always have for that particular person the things to do or don't do when communicating with them. So that's a good one.

The next thing for you to do – work on the art of asking questions, because when you ask questions you're naturally a better negotiator. In fact, Chris talks a lot about that in the book, when they're in a negotiating situation, just feeding back what the person said and pretty soon they're negotiating with themselves. And it's too hard for me to explain, because I'm just really trying to learn the pattern, other than to give you an example. If a seller said...

Well, I'm not going to take that offer. I will hold out for more money.

Okay, so you're thinking you'll hold out for more money. Tell me about that.

Well, I just really don't want to give it away. And I know, I know, I know there are not that many buyers out there, but I think my house is worth it, and I think I could just wait.

Okay. So, you know there are not many buyers, but you want to wait. How long will you wait for?

Well, I don't know. I mean, I really do want to move in the next 45 days. So, I don't know, maybe I shouldn't reject this offer.

Okay, so you're thinking to move in the next 45 days. We should make a deal with this buyer.

Well, yeah, I guess so.

It's a brilliant technique, guys, because they're self-realizing. They're actually talking themselves into it, because it's really what they want to do all along. So, great book. Now, you might be saying...

Okay. But Debbie, I don't have time for this. I don't have time to study all this stuff.

And guess what? I don't either, but I make the time, because it is the magic. So, my suggestion would be, just take 15 minutes a day. Or get the books on audio, listen to them while you drive in the car, listen to them while you get ready for work in the morning, plant a couple of these good ideas. Remind yourself that you have power to persuade. You have more power to persuade than you even believe that you do. So, own that power, work on it, and hone it to its magical, highest level of ability. Alright, guys?

So, I'm looking at my email just to see if anybody sent me any question, and I don't see any. Remember, you can hit *7 and unmute yourself. I'm going to try something here, but it may be super crazy noisy. So, if it is, we'll just end the call and let you guys get back to work. I'm going to try opening all the lines here. Give me one second.

Okay, you guys are unmuted. I know we're going to pick up some noise. Okay, yup, too noisy. Sorry guys, we gave it a try. So, hold on. Yeah, that never works. Thought I'd risk it. So anyhow, don't be shy. You can be anonymous if you want. Always on these calls we want to make them lively and interactive, so please feel free – *7, ask a question, share an idea.

I just want to make sure that also, just a little bit of a side note, that everybody has gone into the Inner Circle, into our referral network, and you've entered your bio and your information. Why not? Am I right? Why not get in there and get those free? I don't take anything, I don't get in the mix. You guys just work together, send referrals back and forth. So, please make sure that you do that.

Alright, so any questions you have for me, send them to debbiedegrote@gmail.com. By the way, I will be on vacation next week. Pete will be on call, the team will be on call, so if you have a question, someone's going to jump right in and help you. And also, if you have questions about Inner Circle tools, technology, SMS Conversations, even just a general marketing or tech question – make sure that you have Pete's email handy, and that's pmitchellCEO@gmail.com.

And hopefully you received – if not, you will in any day coming in your mail – the Inner Circle magazine. And we put together a great issue talking to you all about how to properly utilize a newsletter. So, check that out. Alright, guys, if I don't get to speak with you or email-communicate with you beforehand, have a great rest of your week,

and also have a terrific Fourth of July! I hope you get a day off and have a chance to celebrate with your family. And yes, it's first and third Tuesday with Pete, second and fourth Tuesday with me. So, we'll be sending you the schedule for next month's calls.

Someone's asking a question, can I mention the book again? Yes, it is *Never Split the Difference* by Chris Voss. The other one is *Pre-Suasion* by Robert Cialdini. Both great books, probably available on audio. Alright guys, thank you again for joining. We really appreciate you. We're here for you.

Ron is saying he hit *7. So give me a second here. Ah, great question, Ron. He wanted to ask about negotiation techniques for working with other agents, specifically those who are unresponsive or purposely delaying their response. And Ron, thank you so much for asking that, because boy, that is a toughie. So guys, here's my thought on that. We need to put the ego, our own personal ego aside. And I don't say that at all because I think Ron is out there being an egomaniac, or that any of you are. I'm just saying that sometimes we know other agents can be so rude, lazy, inappropriate. Definitely in any industry there are always those who aren't good at what they do, or kind about how they do it.

So, here's my suggestion: Take the high road. So, don't get into the weeds of ego battles. Take the high road. Think of them just like you would your client. Just like you would if you were a hostage negotiator, right? Who are they? What's causing them to behave this way? What are the words I can say that would explode this into a problem that I need to avoid? How do I graciously get into rapport with them, and how do I engage them? So, let's say for an example that Agent John is just a jerk to me...

Well, you know I have been in the business for over 30 years, so I know exactly what I'm talking about.

And you say...

I appreciate that you've been in the business for 30 years, and it's a pleasure to work you. And I want you to know that I'm a great agent to work with. So let's talk about how we can make this work.

Well, you just send me over your information, I know what to do. I don't need your help.

Certainly, happy to do that. And yet, I know that a great agent like you would totally understand that my buyer does expect that I do certain things to represent them properly, and I was hoping that we could work together on this.

So, we've just got to be careful. We've got to not get our egos in the way. If they try to incite riot or goad you into having – like they're having a temper tantrum – just try to step away from that conflict. Like in the old Wild West days, stepping away from the gun fight, even though you know you're a good gun fighter. Step away. Try to keep it calm. Recognize and acknowledge them. But bottom line, if they're just attacking you, you don't have to take it. This happened with my husband on one recently. The guy was just going nuts, and it was the weirdest, craziest thing. I'm in the car on the Bluetooth and there's literally no rhyme, reason or excuse for it. And my husband said...

Sir, sir, sir. May I interrupt you? I would like to work with you. I would like to help your buyer get the home. However, what I'm not going to do is argue with you or put up with your verbal abuse. So let's do this. Why don't we do this? You must be having a tough day. Why don't we end this call right now? Maybe you can go have lunch, get your thoughts together. Call me this afternoon, I'll be happy to help. But I need to walk into an appointment now, so I'm going to end our call. But I'll be happy to take your call this afternoon.

And had to hang up, because the guy was out of control. So I know it's sometimes tough. Just take the high road. Okay, I have another question...

Do you have any particular scripts or marketing materials we can use to impart to our clients that we have amazing opportunity, in terms of interest rates right now?

What that made me think back to, guys, is, a while back, a few issues ago, we interviewed Andrew Soss. And

Andrew Soss was talking about how to communicate that opportunity to buyers, how to really examine the real cost of home ownership. So, it's in one of your Inner Circle magazine issues, but if you need some help finding that, just go ahead and write down samantha@exceleum.com, and say, "Samantha, I would like to have any of the interviews", because I think we had two or three, "that Debbie did with Andrew Soss, the mortgage lender. Can you please send them all to me?" So, if you'd like those, we'll send them over because Andrew, I thought did a terrific job giving some good talking points to speak to...

Yes, prices may be higher. Yes, you may have to pay more. Let's take a look at interest rates.

So I think he said it better than I could. And then also recently, at our Inner Circle conference a couple of months ago, Andrew spoke and went through some economic forecasting and some great sound bites for buyers and sellers. We re-did that interview, we had it transcribed for you, we have an audio for you. Just to make it easy so you don't have to look for it, if you'd like to have it – again, just email Samantha and say, "I would like to have the transcript and the audio from the two interviews with Andrew." And she'll get that out there for you.

So, terrific question, which does remind me to leave you guys with this thought – you have more power to persuade than you even think you do. And Ron, I do apologize you couldn't unmute your line. I will check with the conference company on that to make sure that we have that working properly. Might have just been a glitch with your connection. But guys, thank you! Have a wonderful day, and I will talk to you soon! Alright, thanks, have a good day! Bye bye!